

LIFE

IN COLOR: GRACE
AND BABY IN NURSERY
—
THE CHANGED BRITAIN
MACMILLAN SPEAKS FOR
by ROBERT COUGHLAN

PRINCESS CAROLINE
AT HER CHRISTENING

20 CENTS

MARCH 25, 1957



Maternity evening dress by Marusia-Travis Banton. One of a series created for Mennen by noted designers.

To Every Lady-in-Waiting

Your baby can be so much happier
than yesterday's babies

No longer are mothers told to let baby "cry it out" for hours; to turn thumbs down on all thumb-sucking. Today, babies are less frustrated and *happier*, as a rule.

And today, because of a *remarkable modern advance* by Mennen, your baby need never know the miseries of diaper rash and red, chafed skin. *Mennen Baby Magic* can actually prevent them when used regularly. Baby Magic is used in hundreds of leading hospitals. It . . . and Mennen Baby Powder and Baby Oil are *modern* formulas. You'll want all three.

PREVENTS DIAPER RASH when used regularly. Baby Magic heals diaper rash, too! Checks chafing. Giant size, \$1. Squeeze bottle, 60¢.

ANTI-CHAFING POWDER! It's a special anti-chafing formula that actually resists moisture. It clings longer, too! 30¢, 55¢.



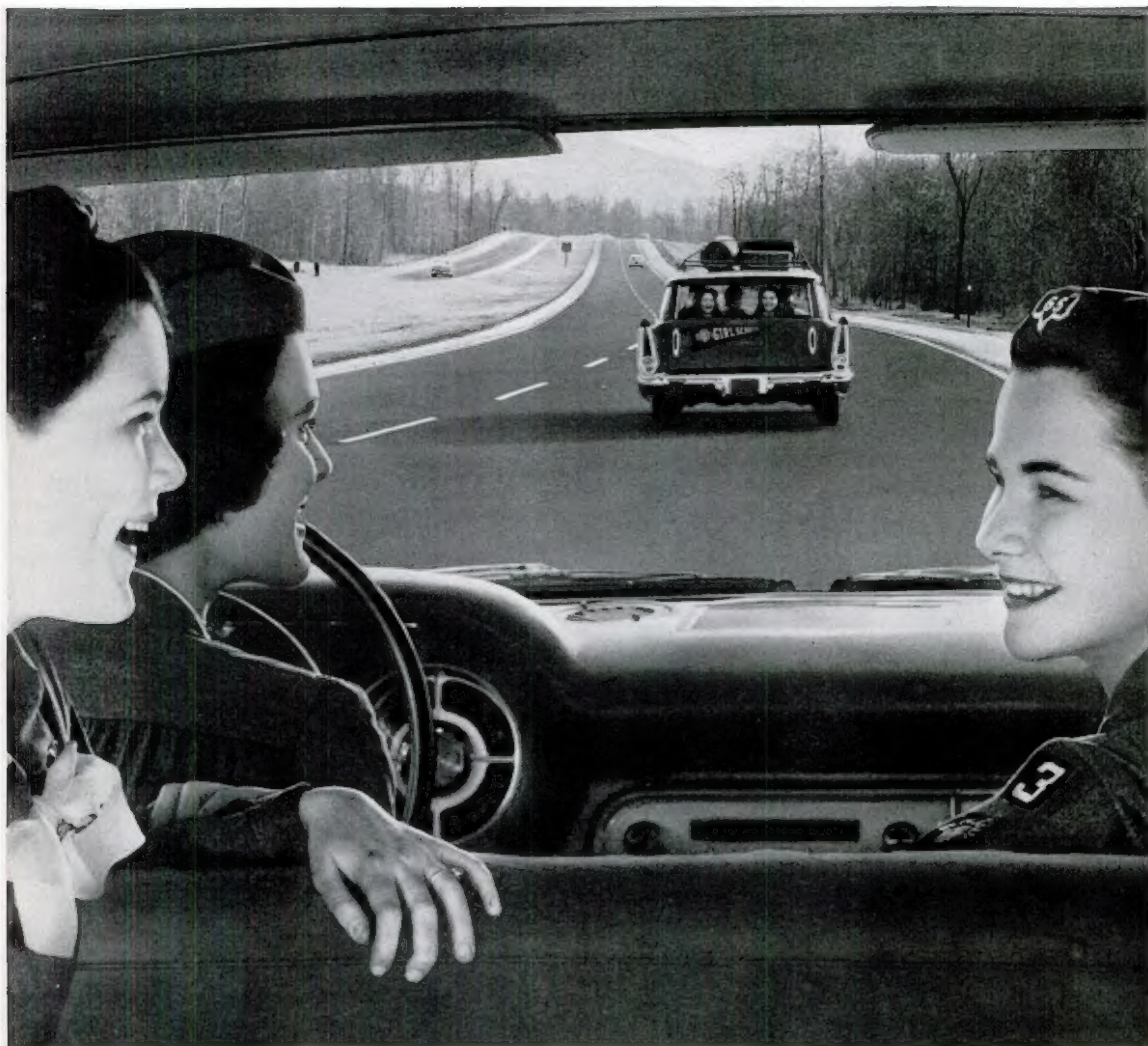
BABY-CLEANSING OIL! Bathe baby with it daily until navel heals. Use regularly to cleanse diaper area without harsh rubbing. 50¢, \$1.

ALL PRICES TAX FREE

for
babies
it's



Mennen



The Asphalt Institute salutes the Girl Scouts of the U.S.A. who are this month celebrating their 45th birthday.

Off to a wonderful week-end

... the smoothest way is a modern ASPHALT highway

WEEK-ENDS ARE FOR FUN—good, safe fun. And so are modern Asphalt highways.

These ribbons of velvet smoothness take the thump... thump... thump out of driving. Make it quieter, more relaxing. They cut glare, reduce eye strain, make it easy for you to see lane markings day and night for greater safety.

Rain or shine, the textured surfaces of modern Asphalt highways are safe for you and your family to drive on. And they're built to last... to give you more miles of wider,

up-to-date roads for your tax dollars. See why. Write for the new booklet, "... From the Ground Up."



Engineered for rugged wear!

Modern Asphalt highways are scientifically constructed from the ground up for today's and tomorrow's heavy traffic. And these durable, dependable Asphalt highways provide more miles per taxpayer-dollar.



THE ASPHALT INSTITUTE, Asphalt Institute Building, College Park, Maryland



This One



7QEZ-30G-NQSU

Copyrighted material

Batista beats the bullets

In Cuba widespread unrest erupts in an attempt on the life of President Batista, leaving 40 dead and suggesting more trouble yet to come.



TOUGH BATISTA

Introducing the princess

The little heiress to little Monaco is christened, and her proud parents permit an intimate look—in color—at her life in the palace nursery.



PRINCESS CAROLINE

Family of smart birds

In paintings commissioned for LIFE the story is told of what may be the most advanced of all birds—they build and paint their own mating bowers.



BOWERBIRD

The pleasures of practice

The life of a baseball player is no longer all work and no play in spring training. It often includes a vacation for all the family and even a honeymoon.



YOGI BERRA

Fraud and a best-seller

A layman develops an eccentric theory on arthritis, produces a best-seller—and finds himself charged with fraud by the U.S. government.



ARTHRITIC HAND

Britain since Suez

Macmillan goes to see Eisenhower representing a nation shamed by military failure, aware of reduced power and trying to make up for it.



A WORRIED BRITON

24

33

88

113

65

124

COVER

Caroline, daughter of Princess-Grace and Prince Rainier of Monaco, in her christening dress (see pp. 33-39)

THE WEEK'S EVENTS

A revolt fails but defiance lives on in Cuba 24
A charge of bribery adds to union blues 28
Princess Caroline of Monaco is growing up: first good look at the new baby. Photographs by Howell Conant and Pierre Boulat 33
The Africans are pleased to meet Mr. Nixon 40
Admiral Byrd, hero of air and Antarctic, dies at 68 47
A Look at the World's Week 48

EDITORIALS

The abuses of power (a sequel)
The misuses of money (a moral)
Pensions for Presidents (a plea) 42

PICTORIAL ESSAY

Bowerbirds, the strangest birds in the world, build elaborate structures for courting. Painted for LIFE by Joseph Sibal 88

ARTICLES

An arthritis "expert" under fire over best-selling book: Dan Dale Alexander, author of "Arthritis and Common Sense," finds himself accused of false advertising. By Robert Wallace 65
Macmillan's Britain bids goodbye to past: her angry but chastened people seek new roads to trade, energy and prestige lost at Suez. By Robert Coughlan 124

YOUTH

New Elvis Presley style for girls ain't nothin' but a hairdo 55
Red China's children parachute for sport 63

ART

With images of mortality, a young American sculptor tries to show death as an integral part of life 83

MOVIES

Two castaways act out a tender story of a warrior and a nun in "Heaven Knows, Mr. Allison" 99

CLOSE-UP

Valedictory of a great writer: undaunted by paralysis, Joyce Cary works to the end 105

SPORTS

Baseball training camps with a country-club air: the annual spring grind becomes a family affair with wives and kids on hand. Photographed for LIFE by George Silk 113

BUSINESS

An old firm, Fairbanks, Morse & Co., fights to stand off a newcomer 122

MODERN LIVING

Handy chairs: Dana designs a demountable seat 141

PARTY

Dr. Roy Zachariah Thomas, 77, takes 23 members of his family on a surprise junket to Bermuda 147

OTHER DEPARTMENTS

Letters to the Editors 9
Speaking of Pictures: a ten-gallon look in a Texas senate race 16
Miscellany: sinking in a sea of shavings 150

© 1957 TIME INC. ALL RIGHTS RESERVED UNDER INTERNATIONAL AND PAN-AMERICAN COPYRIGHT CONVENTIONS. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

The following list shows the sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

COVER—HOWELL CONANT FROM TOPIX
2—U.P.—HOWELL CONANT FROM TOPIX—PAINTED BY JOSEPH SIBAL—GEORGE SILK—COURTESY NEW YORK HOSPITAL—DAVID MOORE
3—INT.
15—BOY, ALBERT FENN
16—IVAN MASSAR FROM U.S.—BILL MALONE, IVAN MASSAR FROM U.S.—IVAN MASSAR FROM U.S.—BILL MALONE, SHEL HERSHORN, LES BLAND—WRIGHT STUDIOS, SHEL HERSHORN, BILL MALONE (2)
17—IVAN MASSAR FROM U.S.—GENE GORDON—RED MOORES, BILL MALONE, SHEL HERSHORN, IVAN MASSAR FROM U.S.—SHEL HERSHORN, IVAN MASSAR FROM U.S.—SHEL HERSHORN
22—U.P.—GREY VILLET—BOT. EL MUNDO
25—T.L.T. STAN WAYMAN FROM RAPHO-GUILLUMETTE—GREY VILLET—NEW YORK TIMES, U.P.
27—GREY VILLET
28—JOHN M. MILLER FOR SEATTLE POST INTELLIGENCER FROM INT. JOE CLARK—LT. COURTESY MANHATTAN COLLEGE
30—PAUL SCHUTZER—EDMUND Y. LEE FOR OREGON JOURNAL, MARSHALL LOCKMAN
31—PAUL SCHUTZER
32, 34, 35—HOWELL CONANT FROM TOPIX
36, 37—PIERRE BOULAT EXC. BOT. LT. AND T. RT. HOWELL CONANT FROM TOPIX
38, 39—HOWELL CONANT FROM TOPIX
40—MARK KAUFFMAN EXC. MAP BY TONY SODARO
47—INT. CHARLES PETERSEN—U.S. NAVY PHOTO—EDWARD CLARK
48, 49—SYDNEY MORNING HERALD, PARIS-MATCH—A.P.
50—LEONARD MCCORME—A.P.
55, 56, 59—GREY VILLET
63—TOM HUTCHINS
65—FRANK MORCH FROM GBA
66—WITKOWER PRESS, INC.
69—COURTESY NEW YORK HOSPITAL
76, 79—FRANK MORCH FROM GBA
83—JOHN LOENGARD EXC. T. LT. COURTESY BORGHEINCH GALLERY, N.Y.
84, 87—JOHN LOENGARD
89—TOM HILLARD
99, 100—20TH CENTURY-FOX
105, 106, 108—MARK KAUFFMAN
122, 123—LT. THOMAS MCAVOY: GEN. COURTESY FAIRBANKS, MORSE & CO. (2), FRANK SCHERSCHEL—FRANCIS MILLER—GEN. AND RT. COURTESY PENN. TEXAS CORP.; RT. THOMAS MCAVOY
124, 125, 126—DAVID MOORE
127—BRIAN SEED
128—VICKY FOR LONDON DAILY MIRROR
129—DAVID MOORE
133—BRIAN SEED
134—DAVID MOORE
136—BRIAN SEED
138—LONDON DAILY EXPRESS
141, 142—ELIOT ELISOFON
147, 148, 149—PETER STACKPOLE
150—A.P.

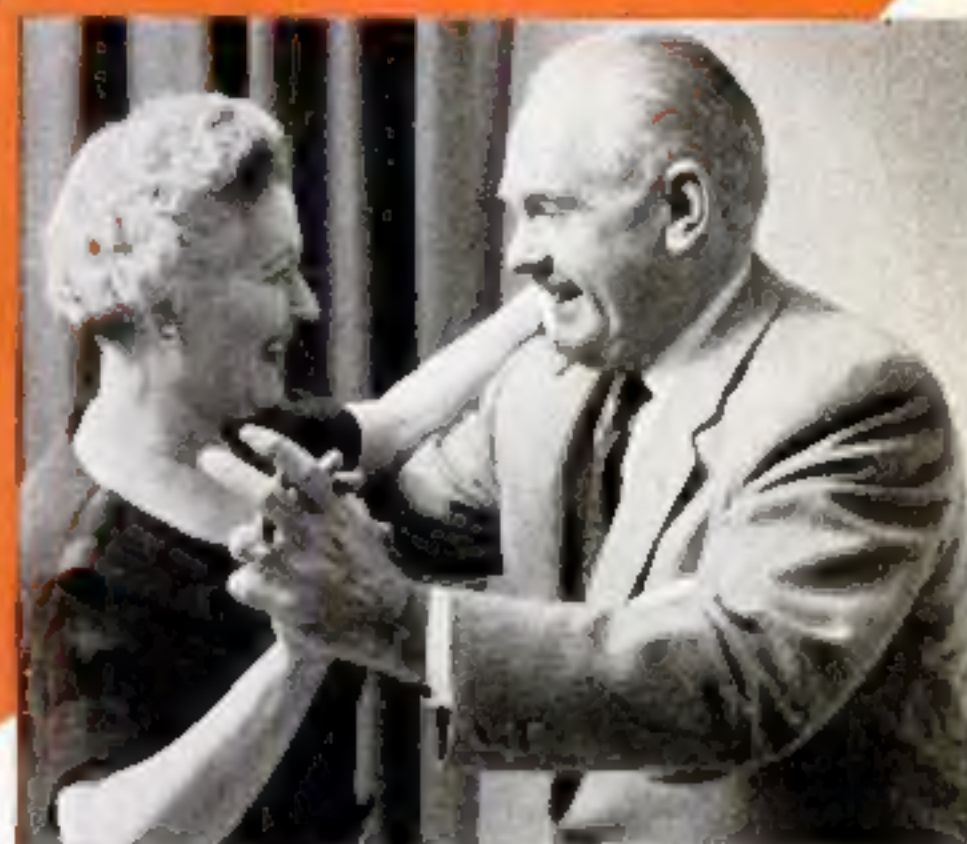
ABBREVIATIONS: BOT., BOTTOM; GEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; INT., INTERNATIONAL; U.P., UNITED PRESS. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPRODUCTION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

LIFE
MARCH 25, 1957
LIFE IS PUBLISHED WEEKLY BY TIME INC., 50 N. MICHIGAN AVE., CHICAGO 11, ILL. PRINTED IN U. S. A. ENTERED AS SECOND-CLASS MASTER NOVEMBER 16, 1953 AT THE POSTOFFICE AT CHICAGO, ILL. UNDER THE ACT OF MARCH 3, 1879. AUTHORIZED BY POSTOFFICE DEPARTMENT, OTTAWA, CANADA, AS SECOND CLASS MATTER. SUBSCRIPTIONS \$5.75 A YEAR IN U. S. A.; \$7.50 IN CANADA.

VOLUME 42
NUMBER 11

PROTEIN!

Kellogg's *new food* *discovery*



The prime-of-life years can be more active and satisfying if you include plenty of good, easily digested protein in your diet. (The kind you get in Special K.)

Kellogg's discovers a great new high-protein food in a delicious new ready-to-eat cereal form



This intent mother, like most of us these days, is well aware that protein is one of the keys to family health. (The complete story is on the back of Special K packages.)

Next time you stop at your grocer's take a look at the package with the big red letter K on it—the *back* of the Special K package.

You'll find the most nutritious cereal story of our time. For here is a cereal that provides you with twice as much protein as the average of all other cereals combined. In fact, a single serving of Special K with milk or cream gives you a healthy share of the highest quality protein you can eat. (More than any other cereal—hot or cold!)

Aside from the remarkable food values, Special K also tastes good. It comes in a new form that is more than a flake, more than a puff—with a special flavor all its own.

We think your family will enjoy Special K—millions of families have, and they keep coming back for more.

Kellogg's OF BATTLE CREEK

Growing-ups need up to twice as much protein per pound of body weight as their parents. Special K is an excellent source of protein and unusually appetizing, too.



Pulls dust



through



$\frac{3}{4}$ inch rug!



Look! Haven't you always wanted this much rug-cleaning power to make housekeeping easier than ever before? Only the new Lewyt Power Cleaner gives you the exclusive, leak-proof SEALED POWER SYSTEM that provides 24% MORE SUCTION—24% more cleaning power...to pick up embedded dirt, threads, lint, even pet hairs.

And, no other cleaner is so easy to use because the all-metal Lewyt Power Cleaner is on easy-rolling Big Wheels! Tools ride right along, 2-in-1 Rug 'n Floor nozzle rolls, too. Instant dirt disposal. Extra quiet—thanks to new Sonic Silencer.

See your Lewyt dealer now! He's listed under "vacuum cleaners" in your phone book!



Only Lewyt has Power Dial that lets you "dial" exact suction.



At left, rug partly cleaned by ordinary cleaner! At right—rug power cleaned by new Lewyt Power Cleaner in one easy stroke!

NEW 1957 GOLDEN

LEWYT POWER CLEANER



Easiest cleaner in the world to use. Lewyt's Big Wheels roll easily over sills, rug edges. Compact, only 12 $\frac{1}{4}$ " high.



Sold at leading stores in U.S. and Canada
LEWYT CORPORATION, Long Island City 1, N. Y.

As you turn this page, you'll see how you can

escape from "washday" forever

It's a great day for women!

Today "blue Monday" and *every* washday passes into history.

It's a great day for the makers of RCA WHIRLPOOL appliances, too. We started working to abolish blue Monday way back when Grandma skinned her knuckles on a washboard.

First we gave the lady's arms a rest by developing an *electrically* driven wringer washer. Next came the world's first completely automatic washer with agitator action. Then we produced automatic dryers—both gas and electric—to do away with all the back-strain of hanging clothes out to dry.

Because so many women liked our improvements—and told others about them—Whirlpool-Seeger became the world's largest manufacturer of laundry equipment.

Now we've changed the concept of "washday" completely.

In a moment, you'll see the amazing appliance we always dreamed of . . . and worked for ten years to perfect. It has been given every rugged test imaginable in the homes of American housewives, and by homemakers' magazines. See if it isn't just what *you've* always needed . . . to escape from washday!

Now turn the page . . .

Now you can toss in your clothes and go

New RCA WHIRLPOOL

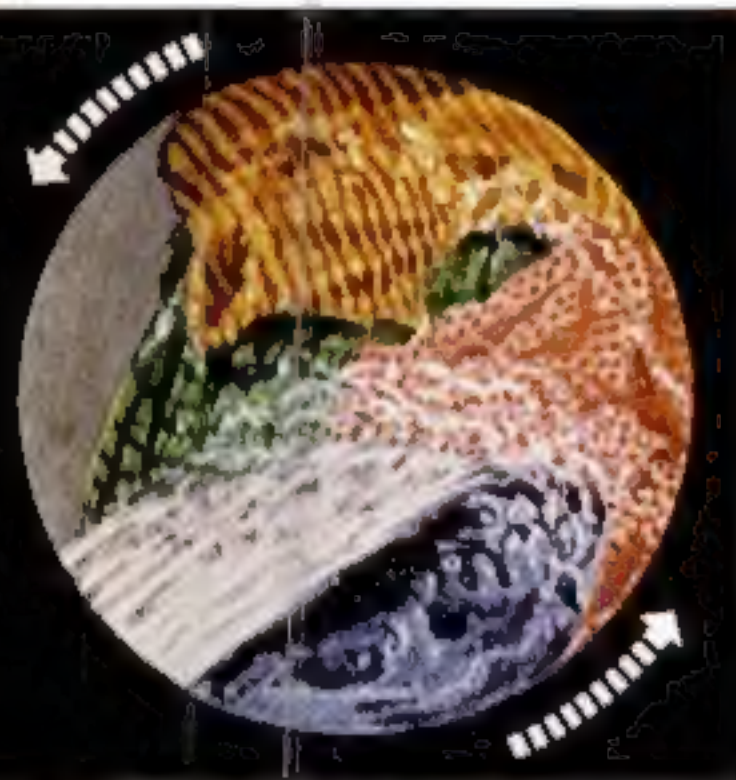


away—no work...no watching...no washday!

WASHER-DRYER

washes and rinses cleaner—
then dries—all by itself!

- New! Filter-Stream washing action —
- New! Filter-Stream rinsing action —
- New! Full-Size 5-temperature dryer —
all in one beautiful appliance!



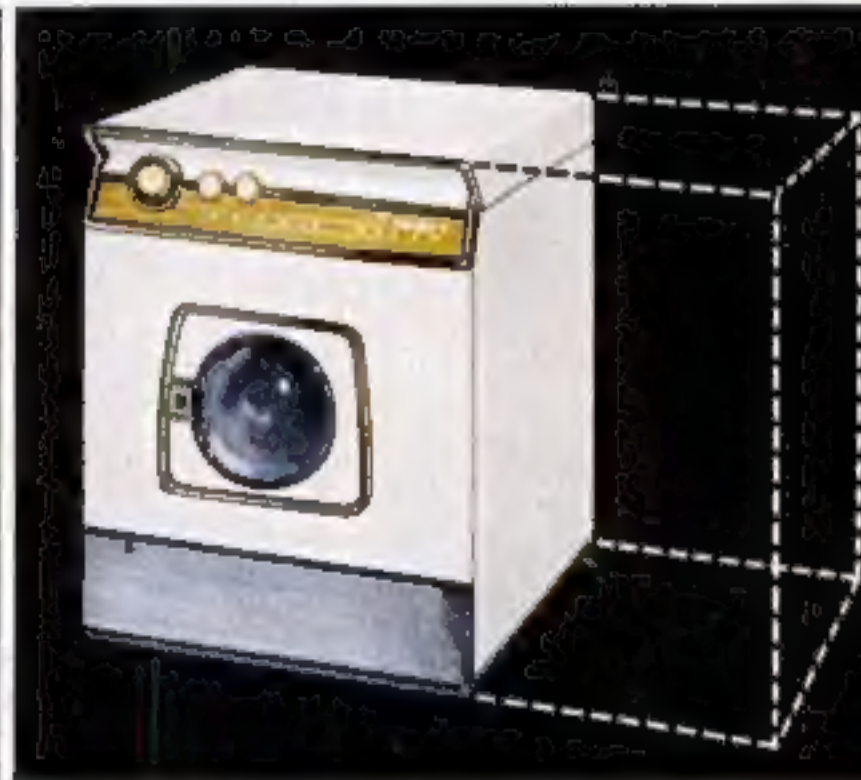
Clothes move up—through a powerful stream of filtered hot suds. Clothes drop down, with just the right impact, 45 times a minute. Gets clothes cleaner—with just half the water!



Rinse, re-rinse, rinse again—with the same amazing Filter-Stream. 3 full automatic rinses! Dirty water's drained out—clean filtered water sprayed back in. This removes lint, sand, soap scum, too.



Then a warm gentle breeze, at any of 5 different temperatures, fluffs clothes thoroughly dry. Big 29" cylinder lets clothes fall farther. Softer clothes. Fewer wrinkles. Many need no ironing.



It takes the place of 2 machines, saves the space of one! Just 33" wide, it washes and dries a full 10-pound load. And it costs much less than separate washer and dryer!

There's an entirely new kind of washing action in this new RCA WHIRLPOOL combination—it *showers* your clothes with a powerful stream of filtered hot suds, never sloshes them around in a tub of dirty, linty water.

It's so thorough it washes out difficult dirt stains from shirt collars and socks. So gentle it washes nylons, Dacrons, Orlons and other "miracle" fabrics without noticeable wear.

And it's so automatic you can hardly believe it. Automatically, it measures the water to suit the load. Automatically, it filters all the water, all the time. Built-in water heater automatically reheats the water during both wash and rinse cycles. There's even an automatic dispenser on top to meter in full-strength bleach and bluing.

And, of course, it automatically *dries* your clothes. Soft, fluffy, almost wrinkle-free—so much easier to iron! So, see your RCA WHIRLPOOL dealer about this remarkable washer-dryer—in white or Matchmaker Colors, pink or yellow or green. (He'll give you a generous trade-in now for your old washer!)



Whirlpool



Whirlpool-Seege Corporation, St. Joseph, Michigan.
(Use of trademark and RCA authorized by trademark owner, Radio Corporation of America).



CHANGE TO THE COFFEE THAT'S

Alive

WITH **FLAVOR!**

What a world of difference *true freshness* makes . . . as you'll delightedly discover once you taste fresh-as-tomorrow A&P Coffee! From your first tantalizing whiff of this exciting coffee's fragrance, to the last richly-satisfying sip of sprightly flavor, you'll agree . . . *you never had it so good!* Try it!

A&P *Custom Ground* **Coffee**

SOLD EXCLUSIVELY AT A&P FOOD STORES AND
A&P SUPER MARKETS



Mild & Mellow Rich & Full-Bodied Vigorous & Winery

CUSTOM GROUND TO GIVE YOU ALL THE FLAVOR!

Coffee loses flavor faster once it's ground, so A&P premium-quality Coffee is never ground until you buy. Then it's Custom Ground to give you cup after cup of bean-fresh coffee . . . "alive with flavor"!

MORE FLAVOR IS WHY THOUSANDS ARE CHANGING TO A&P COFFEE



Give your boy a backyard full of fun...with Spalding!

ONE SPALDING all-weather basketball, a goal and a net—that's all it takes to give your boy a backyard full of fun.

The ball's the new Spalding "165." It's rubber-covered so he can play it anywhere. And it's made with an exclusive inside nylon winding to prevent soft spots and keep it perfectly round. Backyard, driveway, playground—wherever it's played, here's one ball that really can take it.

It's colored a bright new orange-brown for extra visibility—is fully official in size with deep channel seams for ease in handling. The price? Just \$7.95.

See the "165" at your Spalding dealer's soon along with the sturdy official 18" goal for \$3.50 and the heavy net at \$2.20. Ball, goal, net together—all he needs to play—cost only \$13.35.

P. S. Spalding makes a complete line of basketball equipment in every price range. And you can buy with confidence because all Spalding merchandise is unconditionally guaranteed.

SPALDING
sets the pace in sports

LETTERS TO THE EDITORS

TRADING STAMPS

Sirs:

Congratulations on your very fair presentation of the trading stamp program ("Trading Stamps Become a Sticky National Question," LIFE, March 4). It is the most unbiased report we have ever read.

Increased volume helps curtail excessive markdowns, therefore, decreasing cost of operation and allowing the cost to be absorbed in normal operation.

J. RICHARD SONNENBORN
Treasurer

The Hub Store
Wheeling, W. Va.

Sirs:

My wife and I detest stamps. While we are lined up at checking counters, nice, garrulous little old ladies fumble through their purses, chat with the store clerks and clamor avidly for their full quota of stamps before they depart.

JOHN H. JOHNSON

Oakland, Calif.

Sirs:

U.S. women save stamps because saving stamps for a pleasant treat provides a mild stimulation.

Few husbands buy their wives gifts even tiny ones, as symbols of abiding affection. Stamp-supplied gifts are a poor but welcome substitute.

MRS. RAMON GOMEZ

Colma, Calif.

LINDBERGH'S FLIGHT

Sirs:

Your statement in "An Epic Film of a Famous Flight" (LIFE, March 4) that "the modern air age all began one rain-soaked May morning in 1927 on Long Island" is misleading since it gave the impression that Lindbergh was lost across the Atlantic.

The honor belongs to Jack Alcock and Ted Brown, who made the Atlantic crossing almost eight years earlier from Newfoundland to Ireland.

Ferocious storms were encountered over the Atlantic and Brown climbed out on the wings six times during the flight to clear the engine air inlets of ice and snow.

BILL DEAN

Glen Oaks, N.Y.



END OF THE ALCOCK BROWN FLIGHT

• It is true that Alcock and Brown flew the Atlantic in 1919, but it was Lindbergh, flying alone, who inspired the civilian world to fly.—EJ.

Sirs:

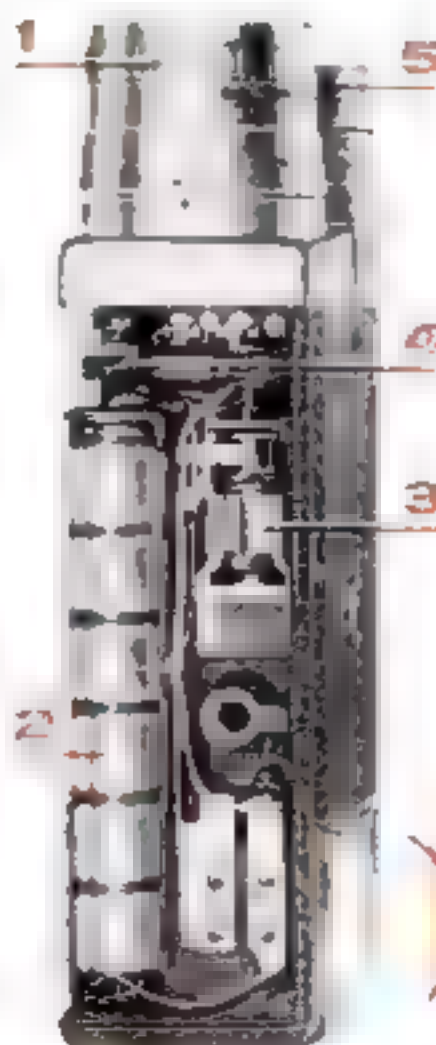
LIFE mentioned how 10,000 people at a prize fight in Yankee Stadium stood up and prayed for Lindbergh. Your readers might like to know that the famous prize fight announcer, Joe Humphreys, whose voice was so powerful he didn't use a megaphone, said

CONTINUED

Here is the world's
easiest-to-use movie camera



**This Electric-Eye
does all the work!**



Bell & Howell's new 200-EE 16mm camera combines revolutionary simplicity with top quality movie-making. It's totally automatic! The electric eye **1** takes in light and transmits it to an electric brain in the base of the camera. There it is evaluated and changed into power by tiny batteries **2**. These batteries operate a motor **3** that actuates gears **4** connected to the lens **5**. All you do is sight and shoot. The camera does the rest. The exciting 200-EE is all yours for \$299.95. Ask your Bell & Howell dealer for a demonstration or write for free booklet, Bell & Howell, Dept. 1-2, Chicago 45, Ill. In Canada: Bell & Howell Canada, Ltd., 88 Industry Street, Toronto, Ontario.

FINER PRODUCTS THROUGH IMAGINATION
Bell & Howell

Welcome, brother, if you're a Bourbon Man



To a Westerner, hospitality without Bourbon
is like a handshake without warmth.
Old Hickory shows you why.
Great Bourbon enriched by extra years.
The best friend ice ever had.
With it you rediscover Manhattans,
make Old Fashioneds new.

OBSERVED IN THE BEST CIRCLES

OLD HICKORY
Straight **BOURBON** *Whisky*
SIX YEARS OLD

66 PROOF • ALSO IN 100 PROOF BOTTLED IN BOND • OLD HICKORY DISTILLERS COMPANY • PHILA., PA.

LETTERS TO THE EDITORS

CONTINUED

to the mob, "The lone eagle is 300 miles off Nova Scotia and all is well. This is the last we'll hear from our little eagle until he lands or falls—God forbid the latter. I want you all to stand for a minute and say a silent prayer for his safety."

HARRY V. LAWRENCE
Boston, Mass.

• Then Joe Humphreys shouted this prayer, "May the Almighty steer him clear across the ocean and lead him safely to his destination on the shores of our dearest allied country, France." Then Jack Sharkey flattened Jim Maloney in five rounds.—ED.

CLOSE-UP

Sirs:

Quoting Nathan Leopold: "My desire is to devote the rest of my life to others as a further expiation for my crime." Your story ("Nathan Leopold after 32 Years," LIFE, March 4) convinces me that Leopold is doing just that. His fellow prisoners need him more than the "church organization in Puerto Rico."

M. L. BILLINGS
Chicago, Ill.

Sirs:

Having read *Compulsion* I was amazed to learn that Mr. Levin, the author, met Leopold only once for one hour. His book has certainly harmed a man who deserves a parole.

ELLA G. BECKERMAN
Miami Beach, Fla.

Sirs:

I was startled by Nathan Leopold's opinion that my novel *Compulsion* handicaps his parole chances. Reactions from readers and critics overwhelmingly show my novel aroused sympathy for him.

MEYER LEVIN
Highland Park, Ill.

CLIMACTIC HOURS

Sirs:

By giving both sides of the Middle East controversy, honestly and fairly as you did in "Climactic Hours for Hope of Peace over World" (LIFE, March 4), your stature has reached new heights.

SARA ROSENBLUM
Pittsburgh, Pa.

CONTINUED

Please send **LIFE** magazine

name _____

address _____

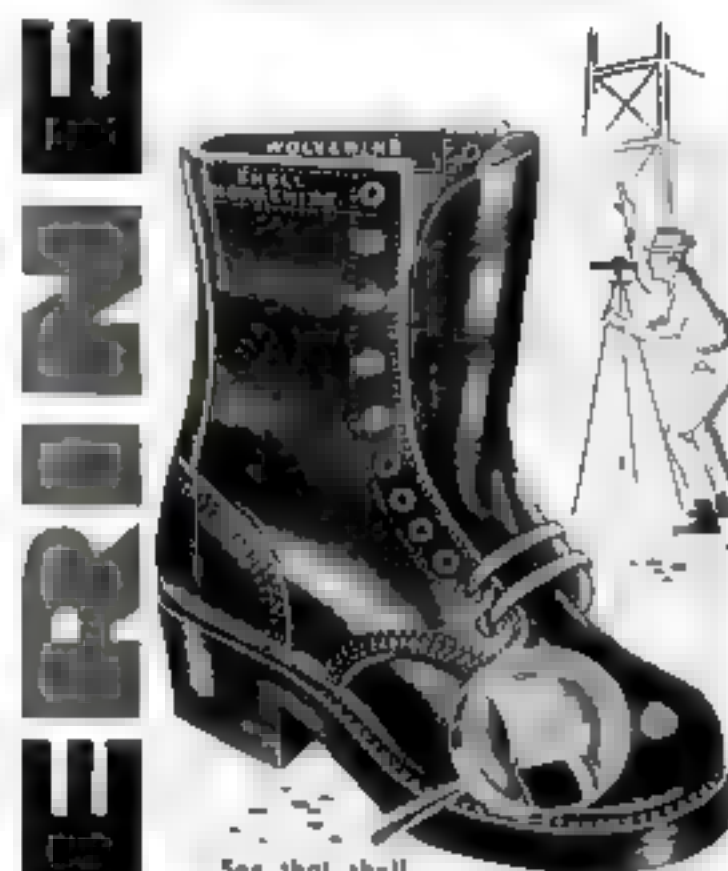
city _____ zone _____ state _____

ONE YEAR \$6.75 in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is. (1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3412

man-styled shoes
for man-sized wear



See that shell

*hickory-tough shell horsehide
triple-tanned buckskin soft*

Here are boots that really take it on the toughest jobs . . . give miles more wear, months more comfort. America's only 3-ply Shell Horsehide Boots . . . Triple-tanned by a 50 year old process that makes 'em super-soft yet tough as nails.

Logger style boot shown . . . one of 17 different Wolverine Boots for you. At your Wolverine Dealers Now!

WOLVERINE shoes for dress • work • field • leisure
Rochester, Michigan

What Do 3 Out of 4 Doctors Recommend to Relieve Pain?

A survey shows 3 out of 4 doctors recommend the famous ingredients of Anacin Tablets to relieve pain of headache, neuritis and neuralgia. Here's why Anacin gives you better *total* effect in relieving pain than aspirin or any buffered aspirin:

- ➔ **ACTS INSTANTLY:** Anacin goes to work instantly. Brings fast relief to sources of your pain.
- ➔ **MORE EFFECTIVE:** Anacin is like a doctor's prescription. That is, Anacin contains not one but a combination of effective, medically proven ingredients.
- ➔ **SAFER:** Anacin simply can not upset your stomach.
- ➔ **EASES TENSION:** Anacin also reduces nervous tension, leaves you relaxed, feeling fine after pain goes. Buy Anacin today! **ANACIN**

Don't just shave . . . Use

AERO SHAVE!
(and save 20¢)

Never before a lather so rich, so creamy, for so little money! Get AERO SHAVE Push-Button Lather!

Not 29¢ Not 49¢ Only **59¢**

Celebrating a Great Partnership

*RCA and the
Independent Service
Dealers of the U.S.A.
...in business together,
to serve you!*



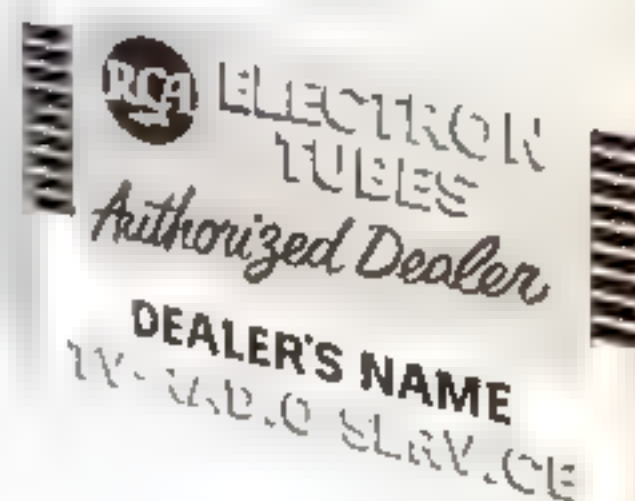
Official symbol of
National Television
Servicemen's Week

National Television Servicemen's Week—March 25-30

To honor the thousands of skilled TV service technicians from coast to coast, RCA proudly observes the 3rd Annual National Television Servicemen's Week.

Your television service technician earns the respect of your community through his vital contribution to your family's entertainment and education. Thanks in great part to his skill and technical knowledge, and the good judgment he displays in using such top-quality products as RCA "Silverama" Super-Aluminized Picture Tubes and RCA Receiving Tubes, the miracle of sparkling television is at your fingertips, day in and day out.

Join with RCA in saluting *your* neighborhood television technician—a professional businessman of high integrity engaged in one of the nation's fastest growing industries.



To be certain of TV service with genuine RCA Tubes, do business with the neighborhood technician who displays this sign.



RADIO CORPORATION OF AMERICA

Tube Division

Harrison, New Jersey



Solid colors...



or patterned...



quality is unsurpassed in...



NOR-EAST* NON-CRUSH* TIES



CRUSH IT



TWIST IT



KNOT IT



NOT A WRINKLE!

LOOMED BY PRIESTLEY of England, a blend of resilient Merino worsted and luxurious Angora mohair, Nor-East is the tie fabric that refreshes itself after every wearing. Thirty-two solid colors, pleasing new patterns, too! And the "Color Guide"® on every Wembley Tie shows you the right ties to harmonize with your suits. \$2.00

ASK FOR THESE WEMBLEY NOR EAST TIES AT YOUR FAVORITE STORE

*Reg. U.S. Pat. Off., B. Priestley & Co.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Your article on the Mideast states, "The U.N., led by the U.S., soon declared them [Israel, Great Britain and France] aggressors." The U.N. records will show Israel was not branded an aggressor in any of the resolutions passed by the U.N. Assembly.

H. Y. ORIEL

Information Attaché

Embassy of Israel
Washington, D.C.

● The United Nations did not use the actual term "aggressor" in repeatedly calling on Israel to withdraw her troops.—ED.

EDITORIAL

Sirs:

As president of the Urban League of Greater New York which has had a large part in working with New York's Board of Education on planning a more positive approach toward integrating the city's schools, I object vigorously to your editorial ("Let the Students Choose," LIFE, March 4).

Formerly, white parents were allowed, in some cases, to send their children to distant schools to avoid integration. Formerly, the most experienced and skillful teachers chose privileged schools while substitutes and inexperienced teachers went to less advantaged schools.

New York's Board of Education has dealt with the roots of the problem by recognizing that "permissive" for the majority group becomes "compulsory" for the minority.

SOPHIA YARNALL JACOBS

President

Urban League of Greater New York
New York, N.Y.

Sirs:

Let the students choose—indeed! Texas has advocated such a policy since the Supreme Court ruled on integration. It will be a big surprise to most of the people down South to learn that there are all-white and all-Negro schools in New York. Why don't people clean up that mess in New York before attempting to tell the rest of the country how to solve their local problems?

FRED JACKSON

Dallas, Texas

SPEAKING OF PICTURES

Sirs:

As a rule I believe everything you folks print, but your story and picture of the dirigible nosestand just

CONTINUED

Please address all correspondence concerning LIFE's editorial and advertising contacts to: LIFE, 9 Rockefeller Plaza, New York 20, N.Y.

Please address all subscription correspondence to: J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address in print from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

TIME Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, AMERICAN, NATIONAL GEOGRAPHIC, HOME, CHAIRMAN, MAURICE I. MOORE, President; Roy E. Larsen, Executive Vice President; Publishing Howard Black, Executive Vice President and Treasurer; Charles L. Stillman, Vice President and Secretary; D. W. Brumbaugh, Vice Presidents; Bernard Barnes, Allen Grover, Andrew Heakell, C. D. Jackson, J. Edward King, James A. Lohr, Ralph D. Paine, Jr., P. I. Proctor, Comptroller and Assistant Secretary Arnold W. Carlson.

TAKE FIVE



RONSON FLINTS

- ★ Extra length
- ★ 523 More Lights
- ★ Won't jam or crumble
- ★ Highest quality
- ★ 5 for 15¢

RONSON

Ronson Corp., Newark 2, N.J.



RATS KILLED FREE!

To Prove that STAR SAFETY STATION with Warfarin is one of the World's Safest and Most Effective Rat and Mouse Killers! Warfarin is among the world's leading rat killers. BUT only Star Safety Station gives you Warfarin in a safety container that sets rats and mice can get into! It's sure \$1.00. If your dealer doesn't carry Star Safety Station, send us \$1.00 direct. When you get your station, cut out the rat hole door and mail it to us—we'll refund your dollar. Only one refund per family. Salesmen write for exclusive territories.

Star Laboratories, Dept. L-27, Beaver Falls, Pa.

Mounties PHOTO CORNERS



LONGER LIFE FOR FAVORITE PHOTOS

10¢ & 25¢ SIZES AT CHAIN, DRUG, VARIETY STORES

STOP my teething pains



IN 20 SECONDS with just a touch of

ORA-JEL



RELIEVES ADULT TOOTHACHES JUST AS FAST

RUBBER SCRUBBER

the "QUALITY" Scouring Pad
2 EFFECTIVE SIDES! 1000 USES!

Adhesive side for easy-scouring!
Fully able machine hand, protects and polish!

Available at Leading Grocery and Variety Stores.



Beauty-Brush

*your rugs with this
sweeping beauty!*

**New
Bissell**

Grand Rapids

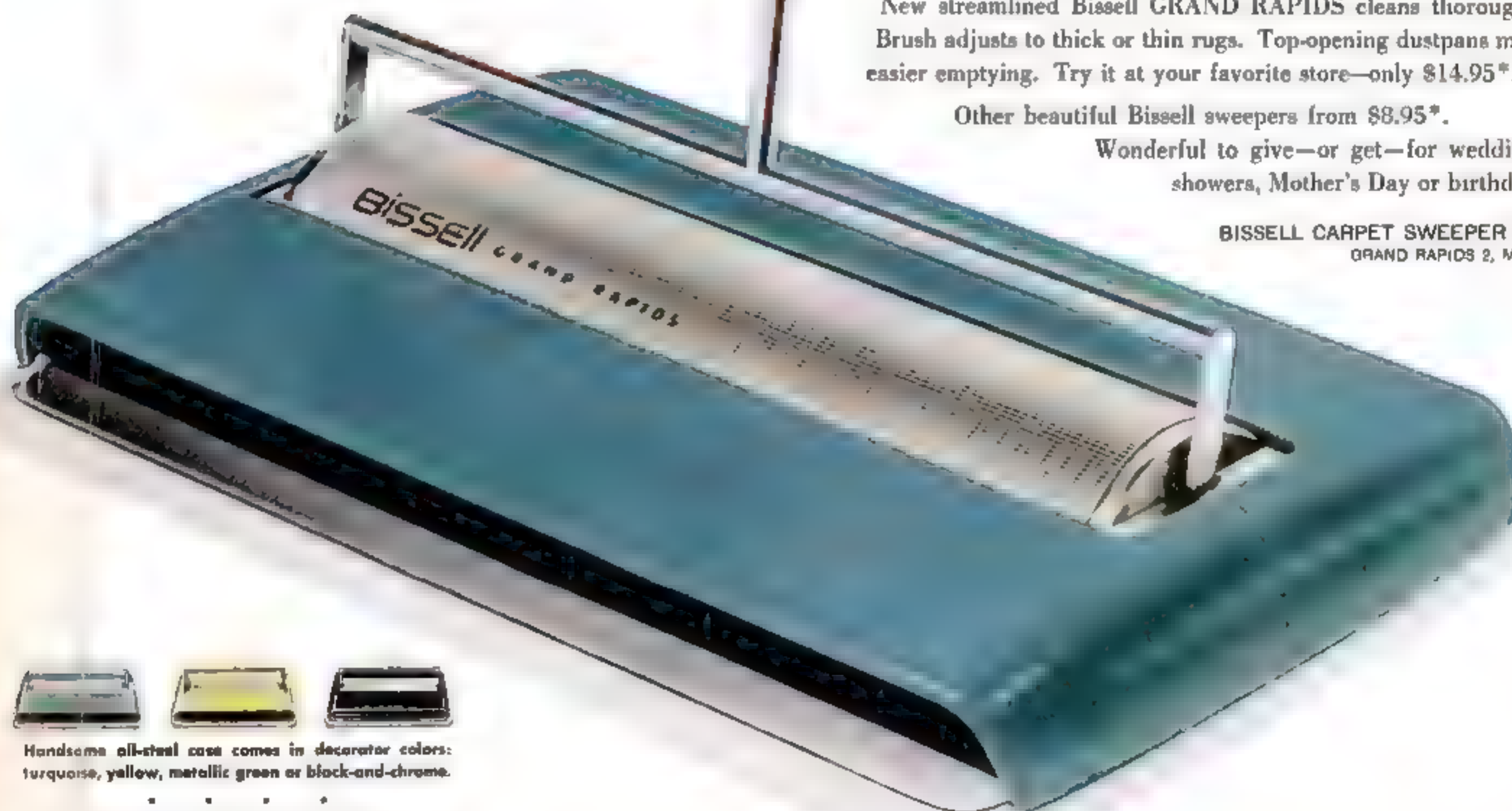
Easy does it! Your Bissell® makes light of everyday cleaning. Gentle *beauty-brushing* whisks up crumbs, litter, ashes, *fast*. Fluffs-up pile, keeps rugs looking like new.

New streamlined Bissell GRAND RAPIDS cleans thoroughly. Brush adjusts to thick or thin rugs. Top-opening dustpans mean easier emptying. Try it at your favorite store—only \$14.95*.

Other beautiful Bissell sweepers from \$8.95*.

Wonderful to give—or get—for weddings, showers, Mother's Day or birthdays.

BISSELL CARPET SWEEPER CO.
GRAND RAPIDS 2, MICH.



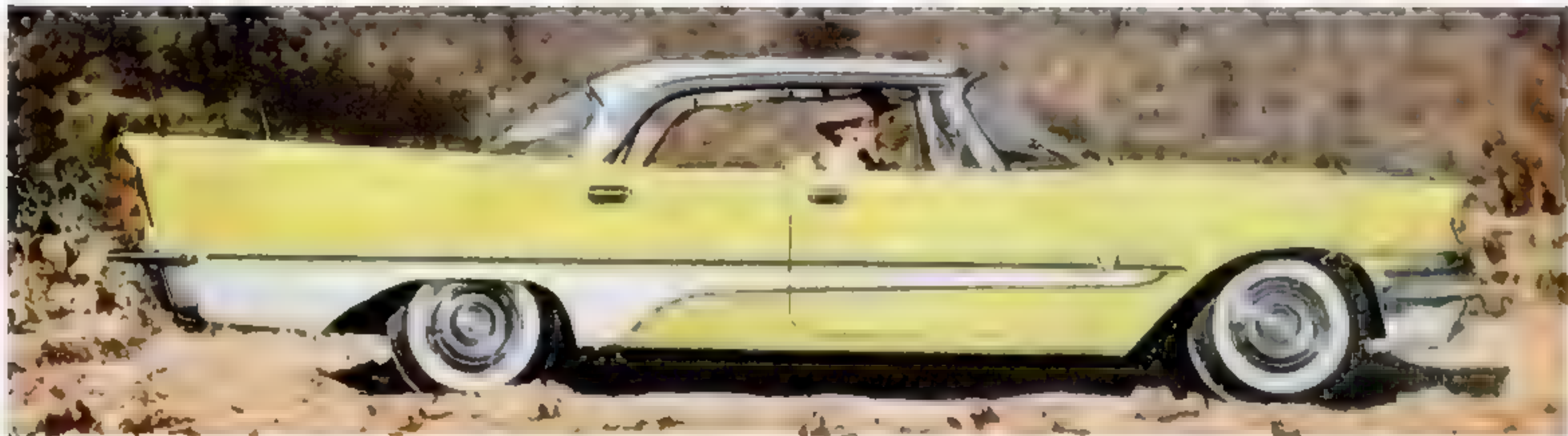
Handsome all-steel case comes in decorator colors: turquoise, yellow, metallic green or black-and-chrome.

Follow your rug manufacturer's advice — beauty-brush every day with your Bissell, use your vacuum once a week.

*slightly higher in the West

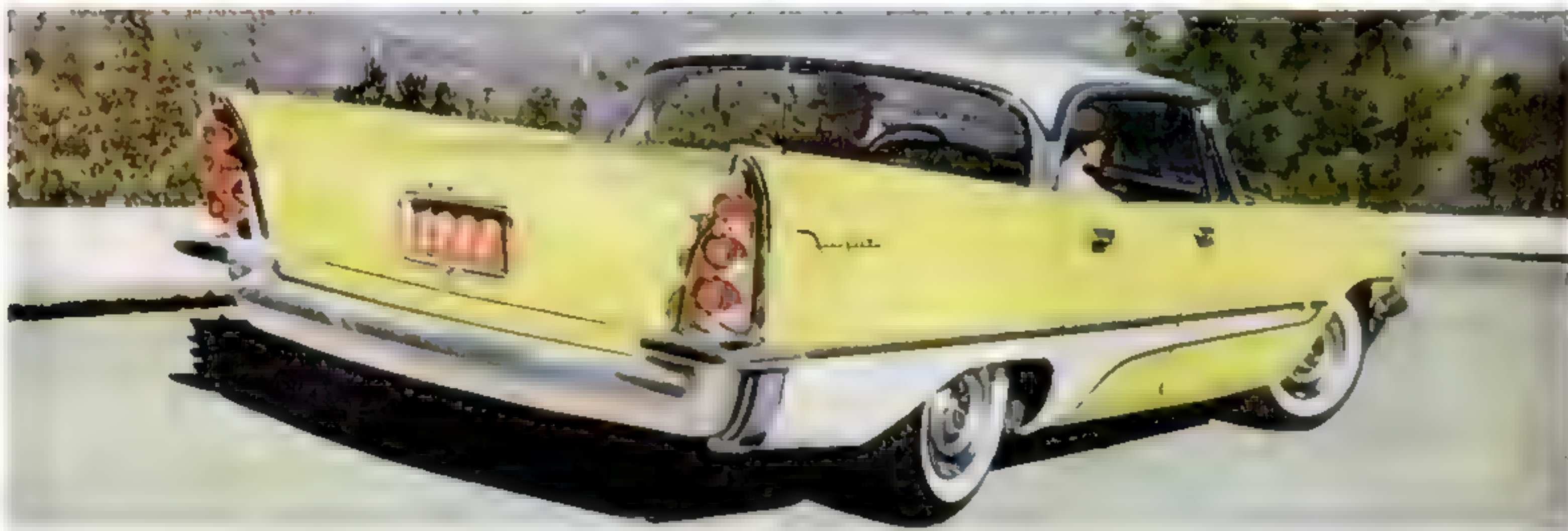
DE SOTO Torsion-Aire Ride

smooths the roughest roads...

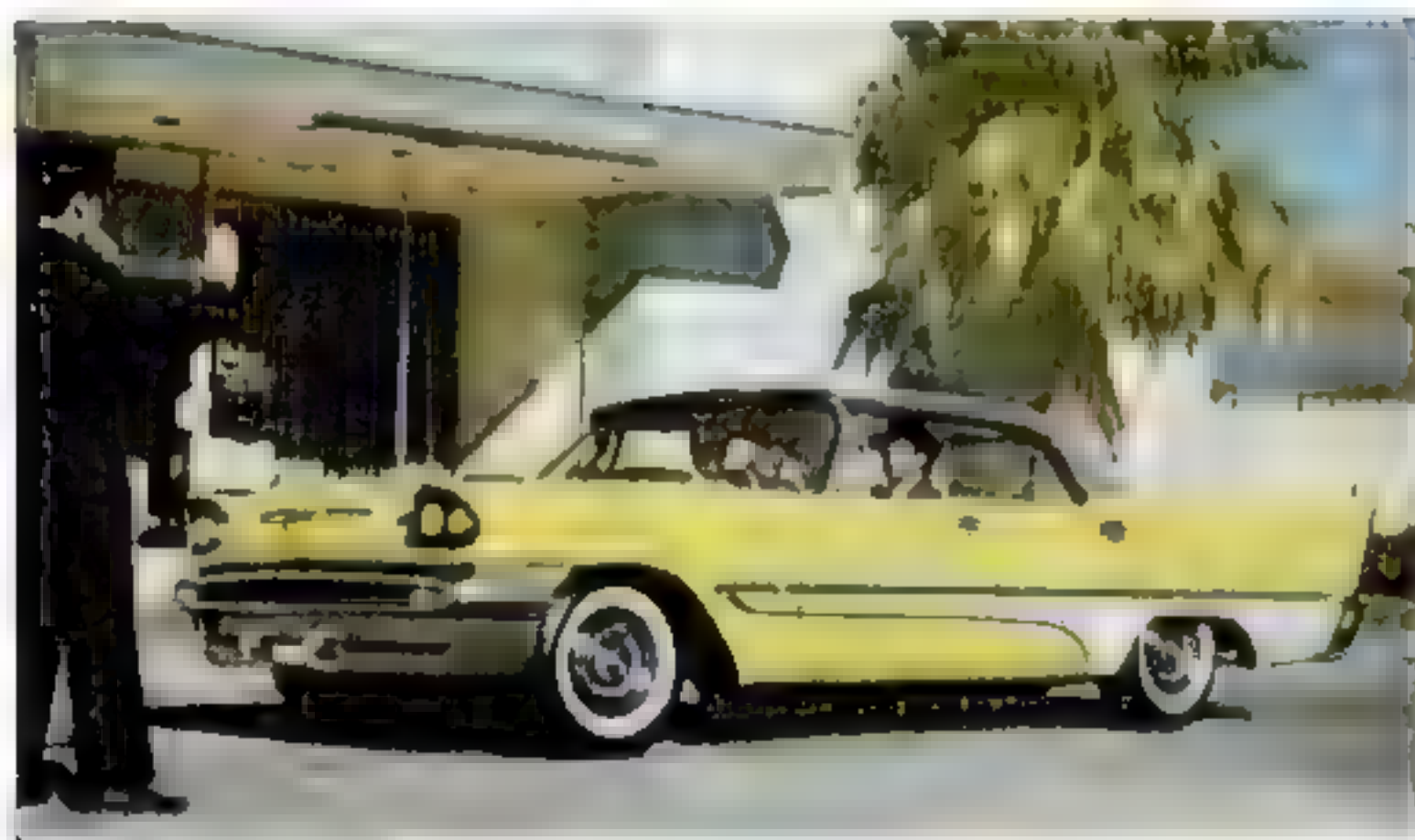


DeSoto Firelite Sportsman, 4-door hardtop

corners without leaning



stops without dive...



Swing the new DeSoto into a tight curve, ride her over a rutted road, then make a quick stop. You'll be amazed at DeSoto's Torsion-Aire ride — no sway, no bounce, no front-end dip. The secret is DeSoto's advanced system of torsion bars, Safety-Sphere control joints, outrider rear springs and super-soft cushion tires. And Torsion-Aire is *standard equipment* in all three De Soto price ranges. Drive the '57 De Soto before you decide! See your dealer today. De Soto Div., Chrysler Corporation.

WIDE NEW PRICE RANGE . . . STARTS CLOSE TO THE LOWEST!

FIRESWEEP — big-value new-comer for 1957 — priced just above the lowest. 245 hp.

FIREDOVE — medium-priced pacemaker — exciting style and performance. 270 hp.

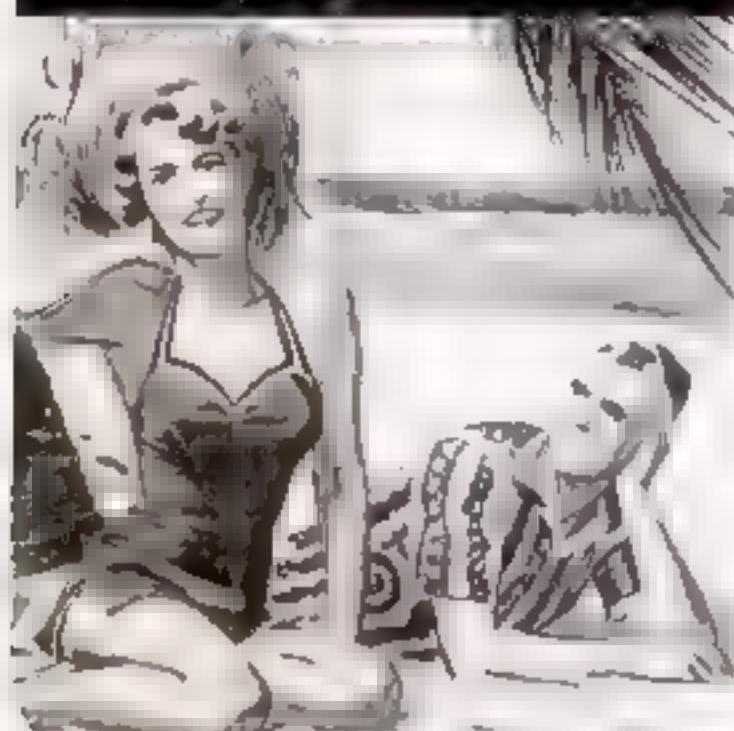
FIREFLITE — high-powered luxury for 1957 — the last word in design and power. 295 hp.

DeSoto dealers present GROUCHO MARX in "You Bet Your Life" on NBC radio and TV.

DE SOTO...the most exciting car in the world today!

SECRETARIES OFFICE MANAGERS
PURCHASING AGENTS

Win an 8 day trip for 2
to the WEST INDIES



Enter Carter's
"NAME
THE KITTEN"
Contest!

All you do is name
this kitten and tel in
50 words or less why
you selected this
name.



1st PRIZE

8 Day Trip for 2 by Pan American
World Airways to Mexico West
Indies, Jamaica, Puerto Rico,
Haiti, Jamaica, and Cuba

2nd through 7th prizes
New Portable G-E TV Set

8th through 50th prizes
Twoed 7 piece cosmetic set

CARTER'S "Electric Line" of Carbons & Ribbons

Carter's is proud to announce its "Electric Line", the first complete line of carbons and ribbons designed specifically for all electric typewriters. Help name the kitten in the advertising program for the "Electric Line" and other Carter's products.

It's easy to enter!

Either: Complete official entry blank (at any stationer or office outfitter displaying the Contest Poster or ask your dealer's salesman) . . .

Or: Show your name; name of your regular stationery supplies dealer; make of Electric Typewriter you or your office uses; and why you chose your Kitten name (not over 10 words) . . . all on your company letterhead. Mail to "Kitten Contest", P. O. Box 20A, Mt. Vernon 10, New York. Entries must be postmarked not later than April 22, 1957.

Not on sale at your favorite
stationery department



CARTER'S

SOLE U.S. AGENTS
In the U.S.A. and Canada
The Carter's Ink Company
Producers, Artists, Marking Devices and Inks.

©THE CARTER'S INK COMPANY, CAMBRIDGE 42, MASS.

LETTERS TO THE EDITORS

—CONTINUED—

doesn't add up (Speaking of Pictures, LIFE, March 4). The ship is actually in its normal position and the photographer was directly beneath the tail.

WESLEY REED

Denver, Colo.

● See below. FD

Sirs:

I was the commanding officer of the *Los Angeles* at the time and placed the restriction on the publication of the photographs. My reason was that without a proper explanation such photos of this performance, which happened only this once, could lead to deductions unfair to the airship.

This bit of understandable perorification was really a remarkable demonstration of the strength of the airship.

VICE ADM. C. E. ROSENDAHL
U.S.N. (Ret.)

Toms River, N.J.

MOLA MOLA BRIEFLY SEEN

Sirs:

Your article on the Mola mola interested me immensely ("A Mola Mola Briefly Seen," LIFE, March 4).

When I was 14 my family had a cottage at Bay Head, N.J. One day, while out in my motorboat with a friend, Larry Lewis, we saw a fin protruding from the water. We came



LARRY, PHIL WITH THEIR CATCH

alongside the fin and lassoed it with the anchor rope.

We were sure surprised when after a long battle we pulled ashore a 2000-pound Mola mola (above). After a photographer took our picture, we towed our "treasure" back into the bay and released it.

PHIL B. BROWNS

Summit, N.J.

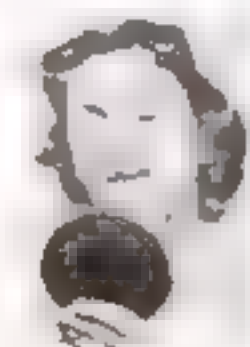
CONTACT LENSES

Sirs:

After viewing "Ghostly Light, Better Sight" (LIFE, March 14), a friend and I have speculated on several facets of the young lady's appearance under normal light. Please enlighten.

LEO SPIGEL

Rumke, Va.



MARJORIE ADAMS

● She is Chicago model Marjorie Adams and a housewife (Mrs. Ronald Reynolds). In 1950 she was named Miss Chicago even though she wore old-fashioned spectacles. ED

de kuyper

the one
CREME de MENTHE
that tastes
best of all!



Creme de
Menthe Frappe

After-dinner
Creme de
Menthe

Carefully produced in the U. S. A. from its
original old-world formula by "The most
celebrated name in cordials since 1695"



GREEN OR WHITE 80 PROOF 12 O. F.P. DELICIOUS DE KUYPER CORDIALS AND
FRUIT FLAVORED SPARKLES • NATIONAL DISTILLERS PRODUCTS CORP., N. Y.



CLYDE R. ORMS of Dallas, selecting hat, is for lower taxes, cutting foreign aid and cutting a canal from Mississippi to Rio Grande to solve the drought.

JOHN C. BURNS (right) of Deer Park, who calls himself "Dad," is for government economy, drought relief and against competition from foreign goods.



RALPH YARBOROUGH of Austin, is the favored candidate even though he lost three times running for governor.



MARTIN DIES of Lufkin, in Congress 18 years, headed first House Un-American Activities Committee.

A TEN-GALLON

In the giant state of Texas, a swarm of big-hatted men are winding up a mammoth political campaign. There are 22 candidates running for one office—U.S. senator—and while they differ on what a candidate should espouse they almost all agree on what a campaigner should wear, to wit, a Texas hat, sometimes believed to be of ten-gallon capacity. This gives a certain uniformity to a campaign in which the candidates range from congressmen to undertakers.



REV. TIMOTHY BANKS of Beaumont, a Baptist preacher, might conceivably win if Texas Negroes united.



JAMES HART of Austin is the only white candidate who supports segregation decision as "law of the land."



JOHN C. WHITE of Wichita Falls, commissioner of agriculture, is waging a vigorous hand-shaking campaign.



FRANK G. CORTEZ of San Antonio runs funeral parlor, was convicted of illegal possession of barbiturates.



R. WAIRE CURRIN from Sulphur Springs is stockman and farmer, favors benefits for stockmen and farmers.



J. PERRIN WILLIS of Rusk, an early advocate of price supports, now says that they are ruining the farmer.



JACOB BERGOLOFSKY of Wichita Falls favors a third party of moderate Democrats, liberal Republicans.



SEARCY BRACEWELL of Houston supported Eisenhower, says he would vote with Democrats in Senate.



C. O. FOERSTER JR. (left) of El Paso attacks Democrats and Republicans, says, "Both are like a garbage can. You lift up the top and the whole thing stinks."

CHARLES W. HILL of Fort Worth is opposed to high taxes. He is also opposed to taking money away from people and then giving it to foreign countries.

LOOK IN A TEXAS SENATE RACE

There are four nonconformists, shown at the bottom right, who refuse to wear the ten-gallon hats. There are also two Republicans (next to these mavericks).

Normally the field would be narrowed to two major candidates by primaries. But the current campaign is for a special April 2 election to fill the vacancy left when U.S. Senator Price Daniel became governor of Texas on Jan. 15. Anybody can enter the winner-take-all contest, and

the vote splits so many different ways that almost anybody can win, even possibly a Republican. In the Senate, the Democrats are hanging on to control by a single vote, and a Republican senator from Texas, along with Vice President Nixon's vote, would enable the Republicans to take over and organize the Senate. But the odds right now are that the Texas winner will be one of the two candidates at left center of the opposite page, Yarborough or Dies, both Democrats and high-hat men.

... AND SOME HOLDOUTS



CURTIS FORD of Corpus Christi, former deep-sea diver and state legislator, is for government economy.



HERBERT J. ANTOINE, Republican of Bastrop, would adjourn legislature, "have the building fumigated."



WALTER SCOTT MCNITT from Jefferson lives in east Texas where the western hat is not often worn.



HUGH WILSON from Port Arthur wears fedora, favors amendment saying Congress shall improve our economy.



J. CAL COURTNEY of Dallas is blind in one eye, wore patch until wife said it was unfair to opponents.



THAD HUTCHESON, Republican of Houston, has the President's endorsement and some chance to win.



RALPH W. HAMMONDS from Houston was indicted in insurance scandals, wears big hat to rodeo only.



ELMER ADAMS of Dallas calls himself "plain Texas farm boy." His wife refuses to let him wear big Texas hat.

T

o stop time from telling on your face...conjure up the miracle with Tussy Moisture Cream or Lotion. Under make-up and at night, each draws moisture magically from the air into thirsty, dry skin. Works to restore the moisture balance skin so often loses. Helps prevent the lines that sink and settle in around the eyes and mouth and throat. With Tussy Moisture Cream or Lotion then, your skin can *look* the age you want to tell.



to be as lovely as you can be...

TUSSY moisture cream and lotion





Manhattan melody - in the key of "Ah!"

LIKE MANHATTANS that really "sing" with flavor?

Then "tune them up" with one of our rare Old Taylor Kentucky bourbons!

For extra rich, smooth, and deeply satisfying taste, use 100 proof bonded Old Taylor most flavorsome of all bourbons, prized by generations of connoisseurs.

Or, perhaps you prefer bourbon in gentler 86 proof? A whole new pleasure awaits you with lighter, milder, lower-priced Old Taylor 86! Already famous throughout the land, Old Taylor 86 is the lightest *full-flavored* bourbon bottled.

Your precious moments of relaxation become moments of pleasure with an Old Taylor-Made drink.

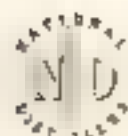


100 PROOF
Bottled in Bond

86 PROOF
Lighter, lower-priced

OLD TAYLOR

"The Noblest Bourbon of Them All"



KENTUCKY STRAIGHT BOURBON WHISKIES • THE OLD TAYLOR DISTILLERY CO. FRANKFORT & LOUISVILLE, KY • DIV. OF NATIONAL DISTILLERS PRODUCTS CORP.

Looking for Something?



**FROM HARDWARE
TO SPORTING GOODS
whatever you need—**

**Find It Fast
In The
Yellow Pages**

Ads with this emblem
make your shopping easier

LIFE

EDITOR-IN-CHIEF Henry R. Luce
PRESIDENT Roy E. Larsen

MANAGING EDITOR
Edward K. Thompson
DEPUTY MANAGING EDITOR
Robert T. Eason
ASSISTANT MANAGING EDITOR
Philip H. Wootton Jr.
George P. Hunt

John K. Jessup, Chief Editorial Writer
Charles Tudor, Art Director
Joseph Kastner, Copy Editor
Marian A. MacPhail, Chief of Research
Ray Mackland, Picture Editor
SENIOR EDITORS: Donald Birmingham,
Gene Farmer, Jay Gold, William Gray,
Kenneth MacLeish, Hugh Muddett, Toto
Prideaux, Sam Weems

STAFF WRITERS: Herbert Brown, Roger
Butterfield, Robert Coughlan, William Mil-
ler, John Osborne, Robert Wallace

PHOTOGRAPHIC STAFF: Margaret Bourke-
White, James Burke, Edward Clark, Ralph
Crane, Looming Dean, John Dominus, Alfred
Eisenstein, Kurt Eissel, J. R. Eyerman,
N. H. Farberman, Andreas Feininger, Albert
Fenn, Fritz Goro, Alan Grant, Yale Joel,
Mark Kaulfuss, Robert W. Keley, Duane
Kessel, Nina Leen, Thomas McAvoy,
Leonard McCombe, Francis Miller, Ralph
Morse, Carl Mydans, Gordon Parks,
Michael Rouger, Walter Sanders, Frank J.
Scherschel, Joe Scherschel, Paul Schutzer,
George Sisk, Howard Sochurek, Peter Stack-
pole, Grey Villet, Hank Walker, James
Whitmore

ASSISTANT PICTURE EDITORS: Frank Car-
penter, Lee Etinger

Film Editors: Margaret Sargent, Nancy
Bragdon, Barbara Brewster

ASSOCIATE EDITORS: Oliver Allen, Ralph
Graves, Mary Hamman, Enno Hobbing,
Sally Kirkland, Marshall Smith, John
Thorne, Keith Wheeler, A. B. C. Whipple,
Warren Young

ASSISTANT EDITORS: Robert Agnew, Earl
Brown, Mathilde Camacho, Robert Camp-
bell, Charles Campbell, Anne Denny, John
Dale, Robert Drew, Terry Drucker, Nancy
Gunter, William Goodrich Jr., Muriel Hall,
Patricia Hunt, Edward Kern, Landon
Knight, Mary Leatherbee, Jeanne La Mon-
nier, James Lipscomb, Richard Meryman,
Jack Newcombe, Eleanor Parish, Joseph
Rudolph, Albert Rosenfeld, David Scherman,
Dorothy Seiberling, George Shiras, Mary
Lam Skinner, John Stanton, Valerie Vonder-
graft, Landon Wainwright

REPORTERS: Michael J. Arlen, Elizabeth
Baker, Mary Elizabeth Barber, Margaret
Barnett, Laura Bell, Patricia Blake, Har-
barn Butler, Peter Canzler, Margery Myers,
Vivian Campbell, Helen Carlton, Laura
Ecker, Duna Fetter, Kim Frazee, Joan
Gibson, Frances Gorman, Lee Hiss, Kath-
leen Hampton, Terry Harman, Judith
Holden, Monica Horne, Alison Kaufman,
Nancy King, John MacDonnell, Robert
Mason, John McQuiston, Jane Nelson,
Loretta Nelson, Clara Newman, Shiraz O'Con-
nor, Charles Osborne, John Ostrom, John
William Pann, Percy Parkin, Mays Pines,
Norman Ritter, Edlyn Schiff, Kathleen
Shortall, Ruth Silva, Jeanne Stahl, Marion
St. James, Tanya Strage, Jean Strong,
Marion Taylor, David Thomas, Lury
Thomas, Terry Turner, Don Underwood,
Marilyn Wellmeyer, Thomas Wheeler,
Margaret Williams, Jane Wilson, Alx Wil-
telberg, Linda Wolsey, Sharon Workman,
Caroline Zinner

COPY READERS: Helen Deurll (Chief),
Dorothy Egan, Lu Burke, Barbara Fuller,
Virginia Fader, Marguerite Schepps, Su-
zanne Seizna, Rachel Tuckerman

LAYOUT: Bernard Quast, David Stech (As-
sociate Art Director), Maud Varga, Robert
Young (Assistant Art Director), William
Gallagher, H. de Adelberger, Matt Greene,
Earle Kebab, Albert Ketchum, Anthony
Nodaro, Richard Valdetti, John Woods

PICTURE BUREAU: Natalie Kosch (Chief),
Mary Carr, Betty Doyle, Margaret Gold-
smith, Ruth Lester, Maude Muir

PHOTOGRAPHIC LABORATORY: William J.
Burke (Chief), George Harris

PICTURE LIBRARY: Anna Fiedorson (Chief),
Doris O'Neil, Albert Kreh

U.S. & CANADIAN NEWS SERVICE: Law-
rence Laybourne (Chief of Correspondents),
Irene Saint, Tom Carmichael, Helen Ken-
nedy, George McGee, Bureau—Washington:
James Shepley, Donald Wilson, Clay Blair
Jr., Mary Cadwallader, Wil Lank, Hugh
Smy, Henry Soydan Jr., Chicago: T.
George Harris, Roy Rowan, Jane Estes,
Leon Jaroff, John McDermott, William
Trumbly, Los Angeles: Frank McHugh,
John Jenkins, Shana Alexander, James
Gould, Frank Pearson, Don Schaefer, Da-
vid Zetlin, Atlanta: William Howard,
Marshall Lumsden, Richard Stolley, Bos-
ton: William Johnson, Wilbur Jacobs, Dal-
las: Walter Rappleye Jr., Jane Scholl, De-
troit: Norman E. Nicholson, Richard
Anthony, San Francisco: Richard Pollard,
John Porter, Seattle: Robert Scholman,
Russell Sackett, Ottawa: Harry Johnston,
Ruth Mehrens, Montreal: Byron Rich-
ard, Toronto: Murray Galt, Calgary:
Ed Ogle

FOREIGN NEWS SERVICE: Manfred Gott-
fried (Chief of Correspondents), John Boyle,
George Catron, Bureau—London: Max
Ways, Norman Ross, Beatrice Dobie, Ruth
Lynne, Robert Morse, Paris: Frank White,
Milton Orshelsky, George Abel, Anne
Chamberlin, Timothy Foote, Gabrielle
Smith, David Snel, Bonn: Edward Hughes,
John Muliken, Rome: Walter Guzzanti,
Dora Jane Hamilton, Athens: Donald
Burke, Istanbul: Robert Neville, Beirut:
John Mecklin, New Delhi: James L.
Greenfield, Hong Kong: James Bell, Scot-
land: Leavitt, Tokyo: Curtis Prendergast, Alex-
ander Campbell, Mexico City: Richard
Quibban Jr., Guatemala City: Harvey
Rosenbaum, Rio de Janeiro: Piero Bo-
pariti, Buenos Aires: Philip Payne

PUBLISHER: Andrew Heiskell
ADVERTISING DIRECTOR: Clay Buckhout



(Based on Company File #18215)

Everybody sympathized, but I needed help

...and I got it quick from the Hartford

There I was—vacationing a thou-
sand miles from home—happily
fishing an ocean inlet.

Suddenly my car—parked on a
downgrade, close by—took off all by
itself, rolled right into the salt
water, and sank!

I rushed to the water's edge. But
what could I do?

People flocked around. Full of
questions, suggestions—and sympa-
thy. But I needed help!

Then I remembered my Hartford
Automobile Insurance and the
Hartford promise of "Hometown
Service—Anywhere." So I put in a
call to my Hartford Group Agent
back home.

Through the Hartford coast-to-
coast claim office network he had a
nearby Hartford claim service rep-
resentative on the spot to help me in
little more than an hour.

The Hartford man had my car
hailed out of the water at once. He
appraised the damage; due to the
salt water the car was a total loss.

Within 48 hours I had the Hart-
ford's check for the full value of the
old car to help me buy a new one.
And I went on my way rejoicing
that I had been wise enough to
insure with a Hartford Group Agent.

TEN MILES, fifty miles, 2000 miles
from home—you're always within
easy reach of a Hartford Fire Insur-
ance Company Group representa-
tive. Since accidents can happen
anywhere, insure your car with this
organization that gives you "Home-
town Service—Anywhere." Just call
your Hartford Group Agent or your
insurance broker—or mail the cou-
pon below today.

Year in and year out you'll do well with the
Hartford
Fire Insurance Company
Group

Hartford Fire Insurance Company
Hartford Accident and Indemnity Company
Hartford Live Stock Insurance Company
Citizens Insurance Company of New Jersey
Hartford 15, Connecticut
New York Underwriters Insurance Company
New York 33, New York
Northwestern Fire and Marine
Insurance Company
Twin City Fire Insurance Company
Minneapolis 2, Minnesota



----- Mail this coupon -----

Hartford Fire Insurance
Company Group
Hartford 15, Conn.,
Dept. L3

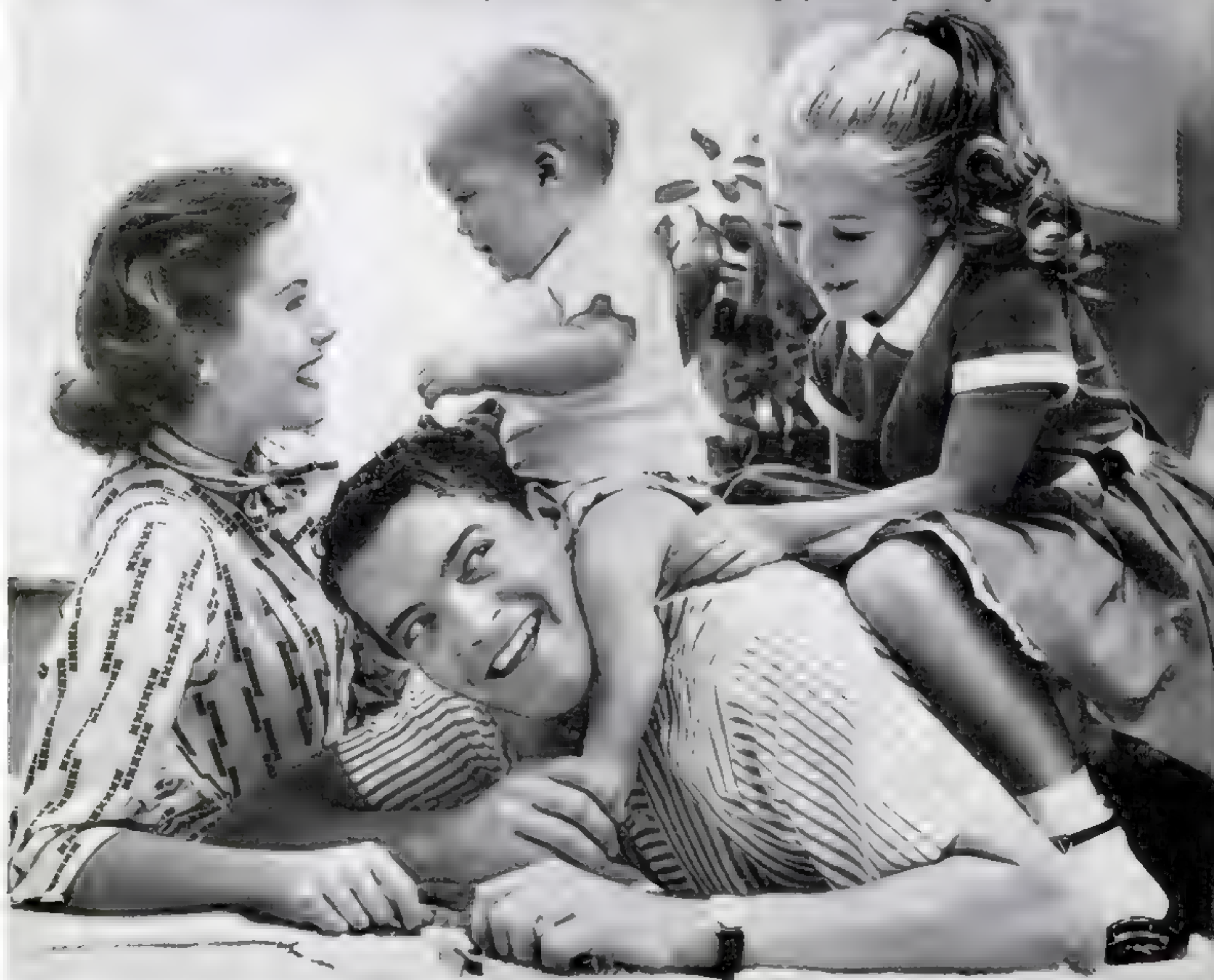
Please send free informa-
tion on the advantages of Hartford Auto-
mobile Insurance protection and service.

Name _____

Address _____

City _____ Zone _____ State _____

The kind of air conditioning your family wants...



Complete air conditioning

Cool, healthy comfort a certainty—in every room of your house—in every cubic foot of your store, plant or office! That's what Worthington *complete* Air Conditioning promises you. Best of all, you can afford it—and we'll prove it to

you. Call your local Worthington Climate Man for a free estimate. He'll draw an installation blueprint. He'll itemize costs. He'll show you the Worthington line and recommend the best unit for your home or business—*without prejudice*,



Homeowners!
Get free plan from
your Worthington
Climate Man.



He'll draw a plan showing how equipment can be installed to give you whole-house comfort—taking up smallest space.



He'll show how unit fits in an out of the way place—how ducts and baffles distribute air uniformly throughout your house.



He'll demonstrate how filters trap dust, pollen, humidity—cut down colds, sinus, hay-fever, cleaning!

your business needs...



by **WORTHINGTON**

because his line includes every type. Worthington can offer *complete* Air Conditioning at such low cost because Worthington know-how stems from commercial air conditioning work—where success depends on highest quality at

lowest price. Let a Worthington Climate Man show you how to insure the comfort you want for your family and business with *complete* Air Conditioning! Call your dealer now. Worthington Corporation, Dept. AC, Harrison, New Jersey.

Businessmen!
Get a Climate
Man survey—
no obligation!



He thinks as you do... of appearance
space profit after-overhead. Not a cent is
charged for his professional advice!



Your Climate Man represents Worthington
a company with a 70-year record of
success in commercial air conditioning!



NEW FREE BOOKLET!... SEND COUPON!

Worthington Corporation, Dept. AC, Harrison, N. J.
Please send me the Worthington fact booklet on complete Air
Conditioning. CHECK ONE ☐ For house ☐ For business ☐ Spe-
cial student booklet ☐ Have a Worthington Climate Man call me.

My name: _____

Company: _____

Address: _____

City and State: _____

(IF FOR BUSINESS)



DUCKING BULLETS, a Havana shoeshine boy lies beside his own shoeshine stand as a bystander crouches against it to get out of the way. The death toll in the revolt was estimated at 40, including rebels, police, soldiers and bystanders.



ARMY REINFORCEMENTS race into action past scurrying civilians at height of the gunfight when the attacking rebel force still occupied the ground floor of the presidential palace which is situated in background beyond the trees.



WAITING IT OUT across street from the palace, passers-by who were forced to take cover when the bullets began to fly look for a chance to make a run for it. Police imposed a curfew after the attack but lifted it later that night.



DEFIANT HAVANA WOMEN, SINGING "CUBANS, TO DIE FOR YOUR COUNTRY"

A REVOLT FAILS

For a few hours last week the dictatorship of Cuba's Fulgencio Batista, the ex-sergeant who has been the strong man of his country for 16 out of the past 24 years, tottered in the terror-ridden streets of Havana. Later, when the shooting was over—for the time being—women marched in defiance of their government. They mourned the deaths of 30 rebels, most of them students, who during a quiet siesta had suddenly attacked the presidential palace in a bold but doomed attempt to kill Batista.

The afternoon battle, which began as the young rebels charged swiftly



IS AN HONOR" MARCH TO FUNERAL OF CONGRESSMAN MORA, WHO WAS KILLED LEADING REBELS. THEY INCLUDED MOTHERS OF STUDENTS SLAIN IN FIGHTING

BUT DEFIANCE LIVES ON IN CUBA

past guards into the palace courtyard, raged for more than two hours. The students ferociously fought their way up the palace steps to the president's second floor offices. But President Batista, armed with a pistol, lay hiding in his private quarters on the palace's third floor. The rebels never got near him. Their guns, which were smuggled into the country by anti-Batista agents, proved faulty and often jammed. Many of their hand grenades failed to explode. While Batista's bodyguards held the stairs, army troops were rushed to the scene with tanks and armored cars

to crush the brief revolt. The attackers, who were led by a former congressman and labor leader named Menelao Mora, were killed to a man. An American tourist was also killed as he watched the battle from his hotel balcony two blocks away.

Reprisals followed swiftly. Police jailed hundreds of Batista's political opponents, and one outspoken government critic, a former senator, was mysteriously murdered. But as the picture above shows, the Cuban dictator, who seems to have nine political lives, rules an uneasy island



EXILED FOE of the regime, Carlos Prío Socarrás, tries in Miami to call Havana for news of the revolt. "Everyone in Cuba," he says, "is against Batista."



A SOLDIER WOUNDED IN THE FIGHTING AT THE PALACE IS CARRIED PAST AN ARMORED CAR TO SAFETY.

TROUBLES FROM MIAMI TO THE MOUNTAINS

Batista's troubles date from 1952 when he returned to power in a bloodless coup that forced the legally elected president, Carlos Prío Socarrás, to flee the country. Batista accused Prío of providing the arms for last week's rebel uprising, but Prío, now in exile in Miami, denied any knowledge of it.

Whoever was responsible for the revolutionists' outside support, the opposition to Batista is widespread. The reason for it is found primarily in Batista's ruthless strong-arm rule. Though the country has been relatively prosperous, discontent has been fanned by the university students. Another factor has been the propaganda success scored by Fidel Castro, a young rebel leader who has holed up with a band of followers in the mountains 500 miles

east of Havana. Batista, nettled by Castro's growing reputation as a kind of Cuban Robin Hood, has been able to bottle him up but unable to catch him. In January Batista suspended all constitutional guarantees, including freedom of the press and the right to assemble, and this suspension is still in effect.

The greatest danger to Batista's regime, however, is inside his own army. He has already jailed a number of officers for plotting against him, but there is evidence that he has not ferreted out all of his military opponents. In the face of such unrest Batista, whose present term has two more years to run, pretends not to be worried. "All chiefs of state run into danger," he said after last week's attempt on his life. "I know everybody has to die sometime."



HAVANA UNIVERSITY, which was closed last November by order of Batista, is guarded after fighting by police who found rebel arms hidden there.



REBEL LEADER Fidel Castro hides out in mountains awaiting new followers. He has perhaps 90 men but was not directly linked to the uprising.



DEFIANT BATISTA uses loudspeaker after fighting ended to praise his palace bodyguards and soldiers who repelled the rebel attack. Five of them

were killed in the action. Batista ridiculed his attackers as "poor fools who were paid by money robbed from the people and directed by the Communists."



BULLET-RIDDED GLASS in control room of Havana's Radio Reloj was result of a raid on station by students who occupied studios for 20 minutes while presidential palace battle was going on. They forced an announcer to broadcast report

that Batista was dead and his army chief had been ousted. They hoped to create confusion in the government and gain public support. But they were killed after leaving the station, and the army quickly issued a denial of the report.



HUSTLED PAST REPORTERS AT SEATTLE AIRPORT BY GRIM-FACED SON TEAMSTER BOSS DAVE BECK, WHO EARLIER ELUDED NEW YORK AND CHICAGO NEWSMEN.



THE DECOY FBI used to trap Hoffa was ex-Secret Service Man John Cheasty, here in college picture.

A BRIBERY CHARGE ADDS TO

The way union president Dave Beck saw it, the mess his Teamsters were in was really nothing at all. Under great pressure to appear before a Senate committee investigating "improper activities" by Teamster officials, Beck took his time returning from Europe to Seattle (above), then said, "After six months if you walk down the street and ask the first 100 persons you see about these hearings, they won't know what you're talking about."

It might take longer than that to clear up all the questions which the committee wanted to ask Mr. Beck concerning the tangled affairs of his union (LIFE, March 11). Moreover Beck's own and the union's troubles were complicated last week by the case of Beck's potential rival and No. 2 man, union vice president James Riddle Hoffa. Hoffa, boss of the union's powerful

Central States Conference, landed in federal court on a charge of bribing a member of the Senate committee staff, John Cye Cheasty (pronounced Chase-tee), 49, a New York lawyer with an extensive background in investigation and a distinguished naval career. According to Cheasty, Hoffa had offered him \$18,000 to wangle a job on the committee staff. As a down payment for confidential information, Cheasty said, Hoffa gave him \$1,000 in cash.

Cheasty went home and called committee counsel Robert Kennedy, who called in chairman John McClellan and the FBI. As Jimmy Hoffa had wished, Cheasty was given a committed job, first in New York, later in Washington. There Hoffa and Cheasty met last week, and in a taxi driven by an FBI agent, Cheasty gave the union official confidential documents



APPEARS JOVIAL ON HIS RETURN FROM EUROPE




LED BY THREE UNION MEN HOFFA (SECOND FROM THE LEFT) ARRIVES IN DETROIT FROM WASHINGTON

UNION BLUES

When they parted, Hoffa pressed 20 \$100 bills into Cheasty's palm. The next night Cheasty gave Hoffa more secret papers, and they were tucked in his pocket when Hoffa was arrested in the lobby of his hotel a few minutes later.

Out on \$25,000 bail, facing a grand jury indictment—and a possible three-year prison term—Hoffa was cockily protesting his innocence. His subordinates went right on soliciting funds for a portrait of their leader (right). In Seattle, Dave Beck promised the senators a decision on producing his union and personal records this week; they in turn promised to subpoena them if necessary. And in the Senate hearing room Hoffa's bitterest rival, Frank Brewster of the Western Conference, took the stand (next page) to answer some embarrassing questions about the scandals in Portland.



JIMMY HOFFA *Portrait Committee*

1558 SOUTH VANDEVENTER AVENUE ■ ST. LOUIS 10, MO.

February 28, 1957

Dear Sir & Brothers:

It is a real, genuine pleasure and a distinct honor for this writer to serve as Executive Secretary for the Jimmy Hoffa Portrait Committee. We have engaged the famous Hollywood artist, Michael...

THE TOUCH to raise money for portrait of Hoffa to be hung in Jimmy Hoffa children's home in Israel

was letter sent to labor and industry leaders all over U.S. Hoffa dinner in 1956 raised \$268,000 for same



UNION TYCOON Frank Brewster listens to committee question. He read statement maintaining

innocence. He was unable to explain final disposition of \$25,000 in fund charged to "public relations."

Union Blues CONTINUED



UNION BOOKKEEPER Reinald Mikesell reveals he destroyed 1954-56 records to save storage space.

A UNION SPORTSMAN AND A SILENT D.A.

He needed more of everything. Teamster Frank Brewster told questioning senators. Brewster (left) was just explaining the name of his racing string: Needmore Stables. He had more trouble explaining why certain jockey expenses were paid out of union funds. He denied knowing of union involvement in Portland rackets, contradicting testimony of earlier witnesses.

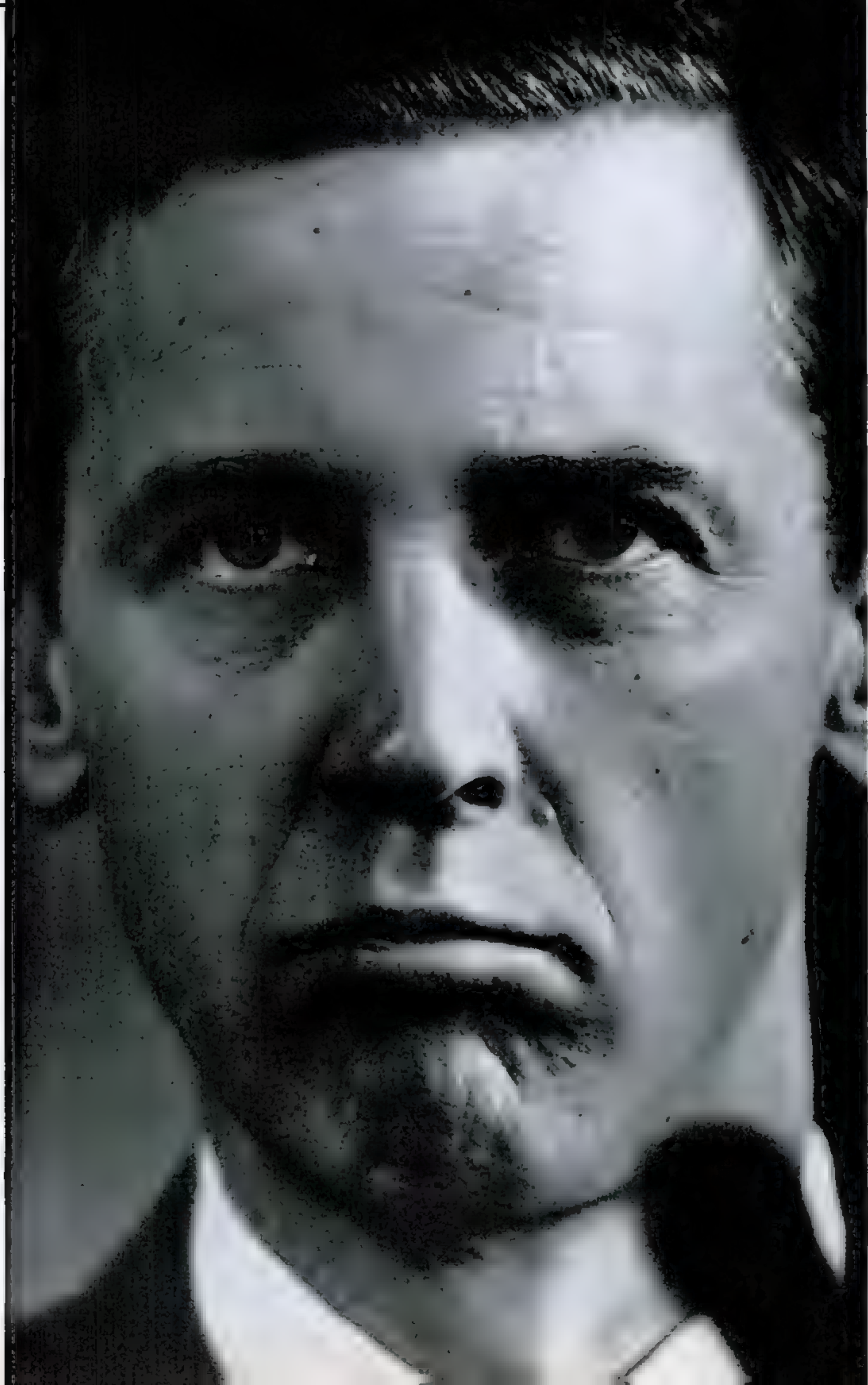
While Portland's mayor, who had also had a hard time in Washington (LIFE, March 18), was welcomed home (bottom, left), Multnomah County District Attorney William Langley (opposite) made a singularly case-hard witness. He listened to tape recordings allegedly made from conversations he had had with racketeers and Teamster representatives and pleaded the Fifth Amendment more than 80 times.



THE MAYOR'S PALS welcome Portland's Terry Schunk on his return from Washington where he denied taking bribe. Schunk faces local grand jury action.



RANK AND FILE PROTEST breaks out in Seattle as transfers of Local 11 appear in superior court to gain an independent audit of their local's books.



New NORGE Washer with Dispenser Wheel

**GETS CLOTHES UP TO 39% BRIGHTER,
CLEANER... LINT-FREE, TOO!**



**Automatically makes new kind of rinse water
to banish dulling soap film!**

Pre-load with rinse conditioner when you load washer. Dispenser Wheel automatically adds conditioner when rinsing begins, to give your tap water greater rinsing power than soft water, rain water or even distilled water!

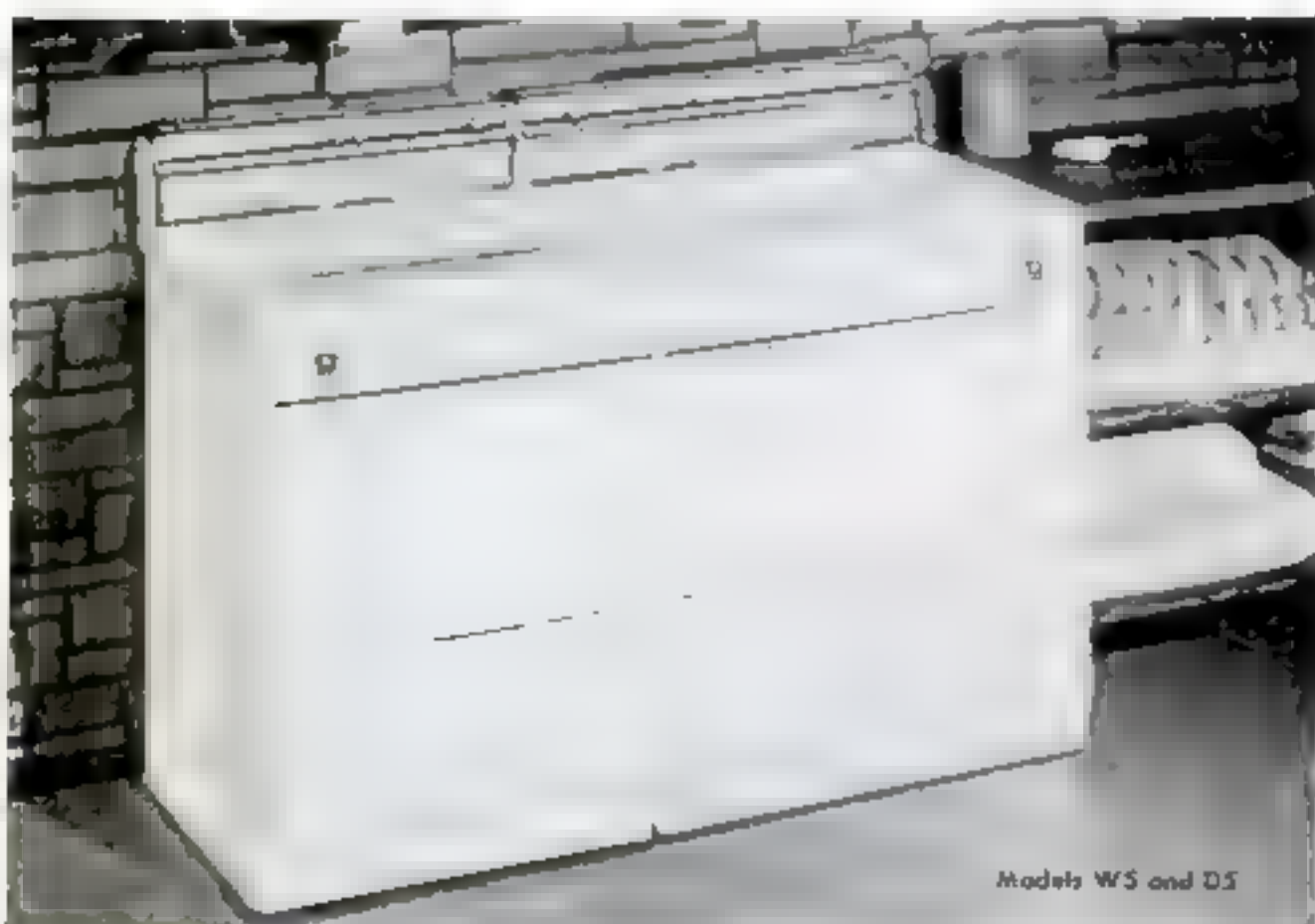
FIRST 100% AUTOMATIC WASHER • Dispenser Wheel • Hot or Warm Wash Selector • Warm or Cold Rinse Selector • 2 Automatic Cycles • Automatic Suds-Return • 6-Year Warranty on Transmission Components • 30-Day Satisfaction Guarantee.

No More Yellow... No More Gray... No More Lint!



Prove to yourself how Norge gets clothes so much cleaner! Drop a clean handkerchief into a jar of water. Add 1 teaspoon of Calgon, just as the Norge Dispenser Wheel adds Calgon *automatically* during the rinse cycle. Shake jar—this duplicates agitation of rinse water in washer. Now watch thick, cloudy suds float to surface. This is dulling, embedded soap film that no amount of ordinary rinsing will ever dissolve,

regardless of the washer, water or detergent you use. Only the Norge Washer with Dispenser Wheel can rinse it out completely, automatically—with Calgon conditioned water. The sudsy film, along with clinging lint, is floated right out of the tub during overflow rinse, without need of messy filters or lint screens. See it demonstrated at your Norge Dealer's today!



Models WS and DS

MATCHING LAUNDRY PAIR—'67 Norge Washer with Dispenser Wheel and new Norge 4-Way Dryer with Hamper-Dor take all the work out of washday!

NORGE

NORGE SALES CORPORATION, Subsidiary of Berg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois. Canadian Agent: Addison's Ltd., Toronto. Export Sales, Berg-Warner International, Chicago 3, Ill.





IN "SALON BLEU" OF MONACO PALACE, PRINCE RAINIER AND PRINCESS, NEE GRACE KELLY, POSE FOR FORMAL PORTRAIT WITH NEWLY CHRISTENED DAUGHTER

FIRST GOOD LOOK AT CAROLINE OF MONACO PRINCESS GROWING UP

Briefly on a March Sunday the blood-and-thunder show that is playing the stage of the world flashed back to an 18th Century drawing room. There stood a glittering prince, while his lovely princess held their firstborn, the heir to the throne. Forty days old, the daughter of Prince Rainier and Princess Grace of Monaco had just been christened Caroline Louise Marguerite.

As befitted Princess Caroline's rank, her baptism was conducted by four bishops and 15 priests and the Monaco cathedral

was decked with 10,000 branches of white lilacs and tulips. Her godparents were two young cousins, Hungarian Prince Georges Festetics from Vienna, and Margaret Davis from Philadelphia. The princess's proud subjects sent her gifts—Chinese vases, a hobby horse, parakeets in a gilded cage, a silver baby service—and shot off fireworks in her honor. And her even prouder parents permitted photographs to be taken inside the palace so they could show off their pretty daughter to the rest of the world.

Photographs by HOWELL CONANT and PIERRE BOULAT



IN HER CHRISTENING DRESS, Princess Caroline is shown off in the palace nursery by her 10-year-old godmother, Margaret Davis, a daughter of Princess

Armer's sister. Dress trimmed with Valenciennes lace was worn by both Prince Baudouin and his sister Antoinette when they were baptized in 1902.



TWO PRINCESSES MEET in the palace nursery as Grace plays with her daughter, held up in a chair by her Swiss nurse, Margaret Stahl. Caroline is both nursed

and bottle-fed, sleeps soundly from 9.30 p.m. to 6 o'clock every morning, is a friendly baby and loves her bath. She receives about 100 fan letters every day.



PLAYING WITH PRINCESS, Margaret expertly juggles Caroline. She had to hold baby during baptism and practiced by carrying a rolled-up coat in her arms.



ENTERING CATHEDRAL, Princess Caroline is carried by Nurse Stal, who is flanked by the godparents, Prince Eusebio and Margaret. Behind the nurse follows Countess Adhères, wife of Raratus Chamberlain. Princess Grace is coming through doorway.



DURING THE CEREMONY the two young godparents take charge of the infant. Margaret holds Princess Caroline and Prince Eusebio places his hand on baby's shoulder as holy water is poured on her forehead. The parents remain in the background (left).

PRINCESS CAROLINE CONTINUED



TOUCHING AN EAR of little princess with right hand, Gilles Bortez, Bishop of Monaco, intones the ritual. "Be opened so that you may perceive the fragrance of God's sweetness. But *non, O-lexé! Apart!*"



CHEERING THE PRINCESS, Monegasques gather in the great square, look up → at prince Grace and baby on a palace balcony. In front of the balcony to left of main tier flocks of pigeons, released to celebrate the presentation, flutter aloft.



PRESENTING THE PRINCESS to their subjects, Grace and Prince Ranier stand on a palace balcony. Princess Grace, who holds the baby, wears a large black jacket. The prince is wearing the uniform of a colonel of the Carabiniers.





IN THE NURSERY Princess Grace holds baby up to window. Nursery was made out of palace storeroom and is crisscrossed with nursery furniture. Caroline stays



STRETCHING HER MUSCLES. Princess Caroline stretches her arms to her mother. The baby is held in a white dress and is being held by her mother.



CRYING HUNGRILY. Caroline looks for her mother's breast a few moments later. Baby, who weighed 8 lbs. 14 oz. at birth, gained 1 lb. 10 oz. in first 2 weeks.



ADMIRING THEIR BABY, Grace and Prince Rainier play with Caroline by a window. Both are delighted that their first child is a girl whom they can spoil

as much as they want. If their next child is a boy, they say, he will supersede Caroline as the heir to the throne and will probably be spoiled by his subjects



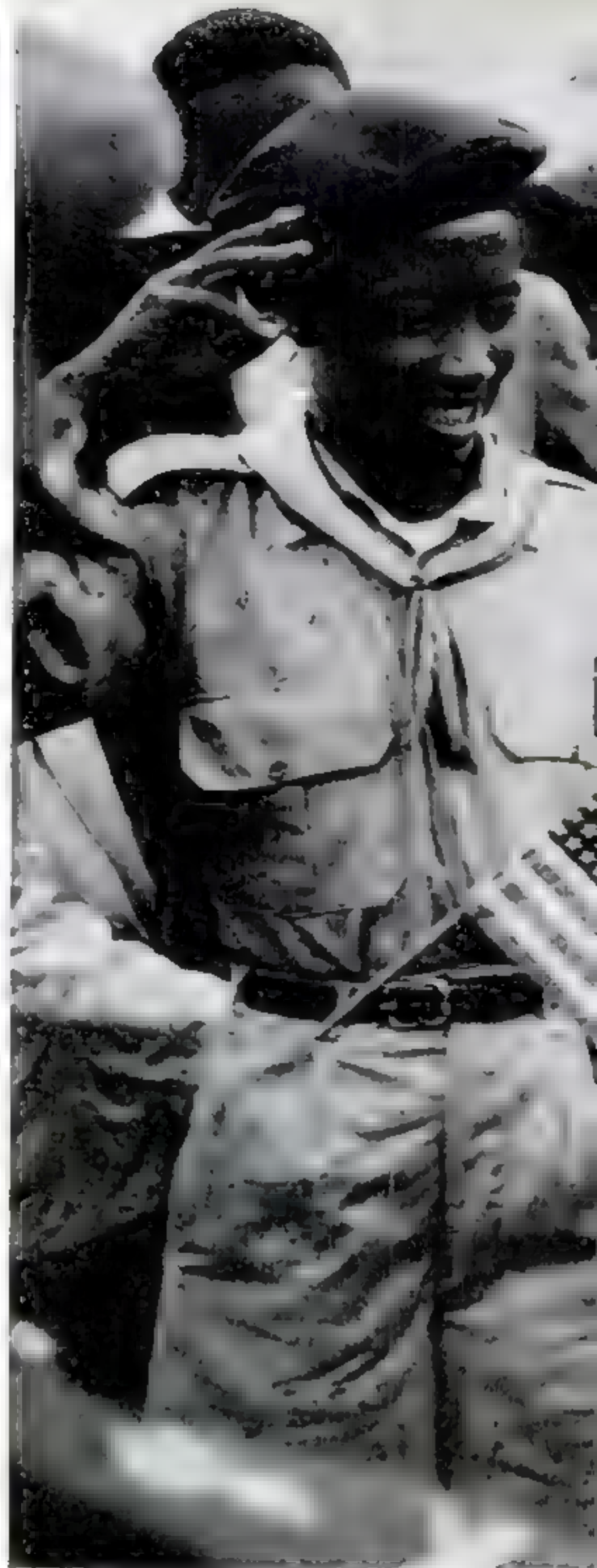
IN THE SUDAN Nixon attends a tea party given by Sayed Ali el Mirghani, leader of the Moslem Khatmia sect and the most powerful religious figure in a

country independent only 14 months. During 20-hour stay in Khartoum, Nixon took in two parties and conferred with Premier Mirulai Abdulla Khalil.



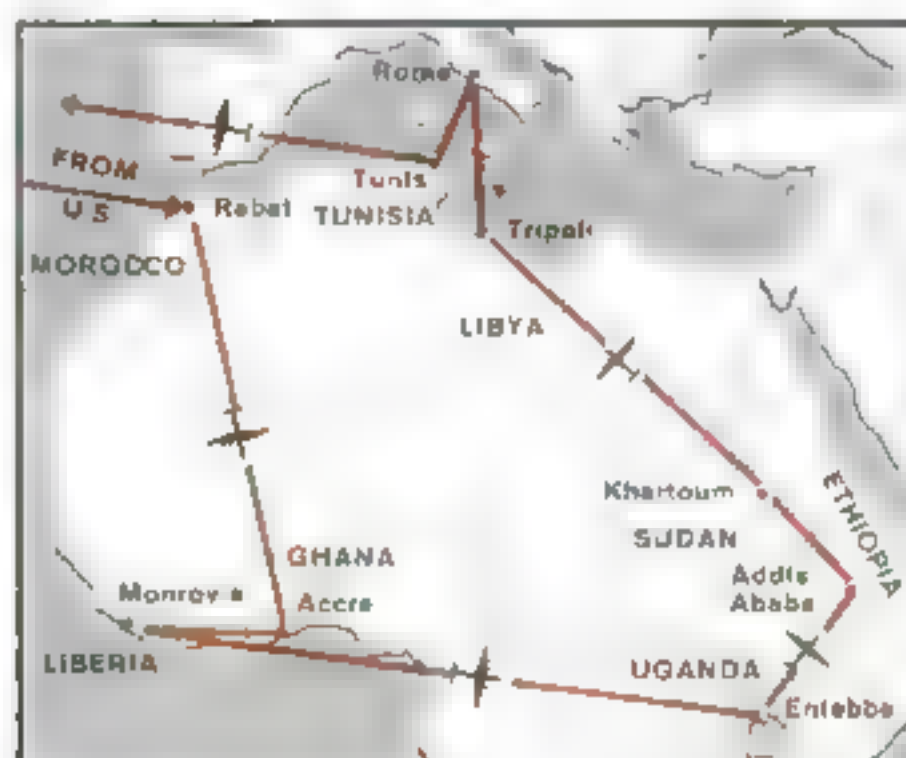
IN LIBERIA (above), which was founded by former U.S. slaves, children wave U.S. and Liberian flags as the Vice President leaves his car to shake hands

IN ETHIOPIA Nixon meets Emperor Haile Selassie. They later had private talk. Emperor said U.S. and Ethiopia could cooperate "on equal footing."



HIS BLACK CUTAWAY COAT SPATTERED WITH RAIN,

AFRICANS ARE



RIGOROUS ROUTE of the tour took Nix in 35,000 miles to nine countries in 22 days. The stopover in Rome included a private audience with Pope Pius.



THE VICE PRESIDENT STOPS ON HIS WAY TO JUBILEE PALACE IN ADDIS ABABA TO GREET ETHIOPIAN BOY SCOUTS AND SHAKE HANDS WITH A SMALL SPECTATOR

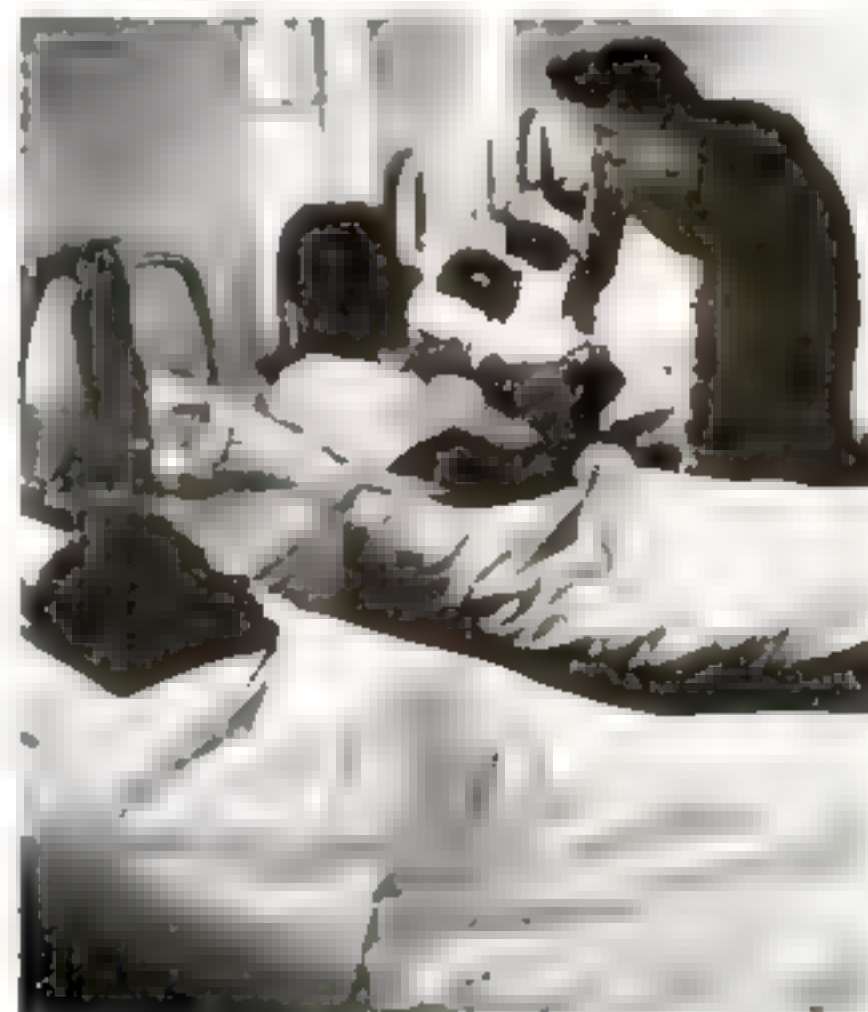
PLEASED TO MEET THE NIXONS

In equatorial heat and showers the most traveled Vice President in U.S. history was busy last week breaking his own mileage record. He also broke—for Africa at least—all known records for diplomatic performance at the plain folks level. Across the sprawling continent and back again flew Richard Nixon, through eight of Africa's desperately poor but enormously proud young nations (*map, left*). It was an unprecedented demonstration of U.S. concern for the problems of a land in political ferment.

From the tour's beginning, amid the joyous frenzy of Ghana's birth (*LIFE*, March 18), the Vice President employed the simple techniques of an old Stateside campaigner. He popped out of his car to shake hands (*above*) and to delight if uncomprehending natives. "I'm glad to have this opportunity to meet you," some

He did not take a day view of the Vice President's itinerary, but Nixon knew what he was doing. "I should go as an American and I want to act like an American." Rhythmically clapping their hands and chanting "Nixon," the crowds made clear they liked it.

Beyond the handshakes there were formal ceremonies, tea parties and banquets (dreaded wild turkeys at one, roast turkey at another), and brass-tacks conferences with the leaders who are helping to shape Africa's political future. Most often these talks involved requests for economic and military aid from the U.S. The Vice President made no commitments, but he took home a flock of commendations. Said a U.S. embassy official in Khartoum, "This is going to do us a lot of good. Usually we only get congressmen in this part of the world."



WORKING WIFE, Patricia Nixon tours a ward in Ethiopia's Empress Zauditu Hospital, run by U.S. missionaries, while her husband holds conferences.

THE ABUSES OF POWER (A SEQUEL)

A quarter of a century ago, as today, senatorial committees were chivying citizens, and some of the witnesses were also being arrested or running away. But they were businessmen. For instance: Oilman Harry F. Sinclair, who hired detectives to shadow a federal jury in the Teapot Dome prosecution, went to jail for contempt; Utility Magnate Samuel Insull was hiding abroad under various pseudonyms; the Senate Civil Liberties Committee exposed a nest of labor-espionage agencies, many of which burned their financial records. In those pre-Wagner Act days unions were very much the underdog.

In Washington now the same kind of show is on again, but with a dramatic reversal of the roles. As Senator John McClellan twists his Arkansas gimlet deeper into the curious workings of the Teamsters' union, it is evident that unions have not only grown to great strength and power, but some of them, like some tycoons of old, have started abusing it.

Curiously, even some of the individual roles seem to be re-enacted. Harry Sinclair's union parallel is Jimmy Hoffa, the Teamsters' sawed-off shotgun of Detroit, who is charged with being brazen enough to think he could bribe his way into the secrets of the Senate committee. Sam Insull's flight to Europe has its sequel in Teamster Bossa Dave Beck's. He had just sat down to perform at an international labor conference in Europe when his credentials were summarily withdrawn by the White House; then Beck flew back to Seattle under the pseudonym of "D. David"; and instead of expressing any indignation at the malodors of his union he boasted

that within six months all would be forgotten. As for the burned records of old, it seems that the Teamsters also have been burning some of theirs—and Beck is reluctant to let the Senate look at his own personal accounts.

What all this shows, of course, is that unrestrained power corrupts any possessor, capitalist or unioner. The abuses of capital led to far-flung punitive restraints, which penalized the guilty and the innocent alike. Unless labor quickly and thoroughly cleans its own house, the public will demand equally harsh restraints on clean unions as well as dirty ones.

Most of the crimes being exposed by the McClellan committee are already covered by existing laws. Not new laws but the enforcement of old ones is needed here. A vigilant press and a responsive community can correct the worst abuses—as the *Oregonian* and a grand jury in Portland are doing.

Nevertheless, some federal restraints upon big unions may be necessary. The unions are unquestionably engaged in interstate commerce. Since they enjoy the benefits of the Wagner Act, minimum codes of conduct could be required of them. Among these should be 1) audited statements of receipts and expenditures, kept in permanent records and made regularly available to all members; 2) a full accounting of management of union welfare funds; 3) the guarantee of regular, free elections with secret ballots. The U.S. labor movement, which has had many selfless leaders and its share of martyrs, must not allow its new malefactors to stain this heritage or cloud labor's rightful future in a dynamic and healthy democracy.

THE MISUSES OF MONEY (A MORAL)

Inflation, that insidious debaser of a nation's values, has long been at work in our society. Of all the things you could once buy for a nickel—a phone call, a hot dog, a large candy bar, a pack of gum—only the gum remains. Moppets look down their noses at the gift of a mere dime. The famous \$64 Question on radio long ago became so old hat that TV raised the ante to \$64,000—and then a quiz rival called *Twenty-One* came along and boosted it to \$129,000.

Last week, the \$64,000 boys—whose ratings have been slipping—advertised a "momentous" announcement. It turned out that they are quadrupling their top prize to \$256,000. Somehow we think all this furious escalation of TV's pots of gold is going to be self-defeating, of dubious value for TV itself, and unquestionably injurious to the young, whose senses of values are already getting distorted by seeing 10-year-old boys win \$8,000 in a single evening. Such easy money makes it difficult for youngsters even to understand that their own parents often have to struggle and sacrifice, even borrow, just to raise a "paltry" \$2,000 for college tuition. Easier money will make it all the harder for youngsters to see why they should exert any sweat or muscle on their own. As for

TV itself, the lessons of radio's giveaway madness—whose final stages saw the listeners fleeing amid the awarding of surplus bombers, discarded bridges, a lifetime supply of fertilizer, etc.—ought to inspire some caution. The time may come when even a million-dollar prize will merely provoke the bored yawn, "It's only money."

Nor do we see any particular social value in making national heroes out of people who have managed to jam their mental electronic circuits with all sorts of miscellaneous and unrelated junk, ranging from aphrodisiacs to Zoroastrianism; true knowledge is to know where to find a thing when it is needed. ("I'm aghast that anyone would have this kind of information in his head," says Philosopher Mortimer Adler.) If the quiz boys want to edify the young, let them concentrate on the old-fashioned spelling bee, which modern schools have often abandoned, with the result that fewer and fewer children these days know how to spell. A sensible starter might be a \$5 prize for all kids who don't think the word "pallbearers" is "polar bears," with a \$100 top, without a Cadillac, for those who can spell consensus, desiccate, iridescent and phthisic—and then define them.

PENSIONS FOR PRESIDENTS (A PLEA)

Since he left the White House, Harry Truman has been spending about \$5,000 per month for the office expenses, secretaries and postage necessary to keep up with the demands (including 2,000 to 3,000 letters a week) which citizens keep making on him because of his status. Now, we figure that Mr. Truman will get along all right, but he has pretty serious financial burdens just the same.

A bill has already passed the Senate and is now before the House to provide former Presidents with office space

mail-franking privileges, secretarial services and a \$25,000 annual pension (their widows would get a \$10,000 pension). This hardly seems excessive for men who have labored at the world's toughest job, including that of commander in chief. Truman managed the difficult job of saving a bit from his presidential salary. For all we know, both he and Herbert Hoover might refuse the pension (Hoover used to give away his presidential salary), but Harry obviously could use the office expenses, free mail and secretaries. Let's give it to him.



Modess *because*

The big **PRIZE PACKAGE**
of the low-price field





The four-door "hardtop" that tops them all . . . Ford's new Fairlane 500 Town Victoria!

Wherever you find people having fun . . . whether it's at a clambake on Laguna Beach, or at a trout fry in the Rockies . . . you'll invariably find a Ford (or a group of them) parked nearby.

Fun and the new kind of Ford just naturally go hand in hand. And no wonder. Ford is the big prize package of the low-price field!

Here's a new car that's as long on looks as it is on Thunderbird V-8 power. A new kind of car that's

built around a rugged new "Inner Ford." A car that's built to *stay* built. A new *lower-center-of-gravity* car that rides you sweet and low like never before. A car that you can order in either of *two* new, bigger sizes to suit your taste and budget.

Best of all, here's the one fine car that makes luxury a *low-price* word!

Ladies and gents! Step right out now to your Ford Dealer's and Action Test the traveling fun of a Ford.

The big new kind of

FORD

—the fine car at half the fine car price



Face it! If you bring home a Johnson, expect a crowd!

YOU'LL WIN THE NEIGHBORHOOD POPULARITY POLL...

"Sweetest-running Johnsons ever!"

Here's 18 Sea-Horse power at rest. Even far from its own element, this baby commands respect. One glance—you know it's a precision mechanism... all male... built to tear holes in water. Dunk that prop in the drink, spin it to life, ease the gear shift forward—and you've got power! Sea-Horse power, that laughs at loads.

All '57 Johnsons deliver even easier manual starting. Still greater "round trip" dependability. Authentic fuel economy. And now a slip-clutch ends your drive pin worries. See the sweetest-running Johnsons ever—at your dealer's now. He's listed under "Outboard Motors" in your classified phone book.

FREE! 1957 Sea-Horse catalog, write: Johnson Motors, 266 Pershing Rd., Waukegan, Ill. Division of Outboard Marine Corp. In Canada: manufactured by Johnson Motors, Peterborough, Ont.

A million Sea-Horse owners will tell you **JOHNSON KNOWS BEST**

FOR '57—A WIDE AND WONDERFUL CHOICE! (From \$155 to \$625)

Golden Javelin*, Sea Horse 35*,
Sea Horse 35, Sea Horse 28*,
Sea Horse 18, Sea Horse 10,
Sea Horse 7*, Sea Horse 5*,
Sea Horse 3. Nine models in all.

*12 volt electric starting, new quick charging generator available as accessory on first two models. Prices f.o.b. factory, subject to change. JSC certified brake hp at 4000 rpm. 8s and 35s at 4500.

Sea Horse 35 in action!





IN TICKER-TAPE RIDE WITH GROVER WHALEN, BYRD GOT HERO'S WELCOME AFTER SOUTH POLE FLIGHT



IN LONELY HUT near Little America (top) Byrd lived alone for six months in 1934 to study weather conditions. In 1917 (bottom) he revisited base.

A HERO OF AIR AND ANTARCTIC

Admiral Byrd, who staked U.S. claims on a continent, dies at 68

Even before he set foot on Antarctica, Rear Admiral Richard Evelyn Byrd was a popular legend—and remained one until his death last week at 68. In 1926 he and Floyd Bennett made the first flight over the North Pole. In 1927, with a crew of three, he flew the Atlantic nonstop, just 40 days after Lindbergh.

But it was the next year that Byrd went to that part of the world that was never to loose

its hold on him, when he led the first of five expeditions to Antarctica. First to fly over the South Pole, he recognized the Antarctic's potential resources and importance. He directed mapping of nearly half of the continent and, more than any other man, staked out U.S. claims there. Last year he returned for the last time to what he called "that enchanted continent in the sky, land of everlasting mystery."



AT HIS FUNERAL in Arlington National Cemetery, the Navy accorded Rear Admiral Byrd full military honors. Sailors held a flag over the coffin throughout the ceremony. Seated in front row, as prayers were read, are (left to right)

Mrs. Richard Byrd Jr.; Mrs. Byrd; son Richard, a lieutenant in the Navy; grandson Richard III; Mrs. Lawrence Stabler, his daughter, and her husband. Standing second from the right is admiral's brother, Senator Harry Byrd of Virginia.



Warm Appreciation!

Black & White Scotch Whisky has been warmly appreciated by folks throughout the world for generation after generation. That's because its quality and character never change!



"BLACK & WHITE"

The Scotch with Character

BLENDING SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

A LOOK AT THE



A SIGNIFICANT SEATO SESSION

In the Australian parliament's house of representatives the council of the Southeast Asia Treaty Organization gathered to consider a problem of primary importance: maintaining the stability of free Asia. Among the SEATO delegation chiefs welcomed by Australian Prime Minister Robert G. Menzies, standing before the speaker's chair, were: Australia's Richard G. Casey (beside Menzies); Britain's Earl of Home (second from right front row, behind United Kingdom sign) and U.S. Secretary of State John Foster Dulles (fifth from right, same row). SEATO's eight-nation council decided to maintain its military strength and to expand efforts to combat Communist subversion. Expressing U.S. concern for stability of SEATO area, Secretary Dulles disclosed that U.S. military strength in the Pacific is now greater than ever.

A MURDER CHARGE EN MASSE

At a coroner's inquest in Chicago a gang of 15 teen-agers was bound over en masse to a grand jury on a murder charge. Investigators said Joseph Schwartz, 17 (center, jacket on lap), killed a young Negro with a hammer, but that the whole gang set out "to get a colored man." "When they work in a gang they are all equally guilty," the state's attorney said, and announced he would demand death sentences for all. Later the grand jury voted to indict 13 for murder, two as accessories.

WORLD'S WEEK



AN UGLY REMINDER IN GAZA

Israeli troops had hardly cleared out of Gaza when belligerent Egyptians swarmed the streets brandishing guns — and confirming Israel's worst fears that the Gaza Strip might again become a base for fedayeen raids. As Egypt's President Nasser flouted the U.N. by appointing a governor to take over administration of the strip, also making it known that Israeli ships would not be permitted to use the Suez Canal after all, Israel's Foreign Minister Golda Meir hurriedly flew from Jerusalem to Washington to find out exactly where her country stood.





WHEN SHE GAVE HER COMMAND PERFORMANCE
SHE WAS WEARING STUNNING **SEAMLESS**

MOJUD®
HOSIERY

WORLD'S WEEK CONTINUED



A COIN STEADY AT 692 MPH

Standing on its edge, a 50-cent piece balanced on a table aboard the new Boeing 707 dramatized the vibrationless flight promised in the jet age. When this picture was taken the plane, which is the prototype of the first U.S. commercial jet transport, was traveling at 692 mph. It flew from Seattle to Baltimore, a distance of 2,325 miles, in three hours and 48 minutes—a record for transcontinental passenger flight.



LOVE VS. THE IRON CURTAIN

In Prague a pair of lovers were reunited, then separated by the iron curtain. Harold Connolly of Boston, Olympic hammer throwing champion, and Olga Fikotova of Czechoslovakia, women's Olympic discus champion, had met in Melbourne and decided to marry. But Olga's government would not let her, and Harold's visa expired. In Germany he announced he would continue fighting for permission to marry Olga.

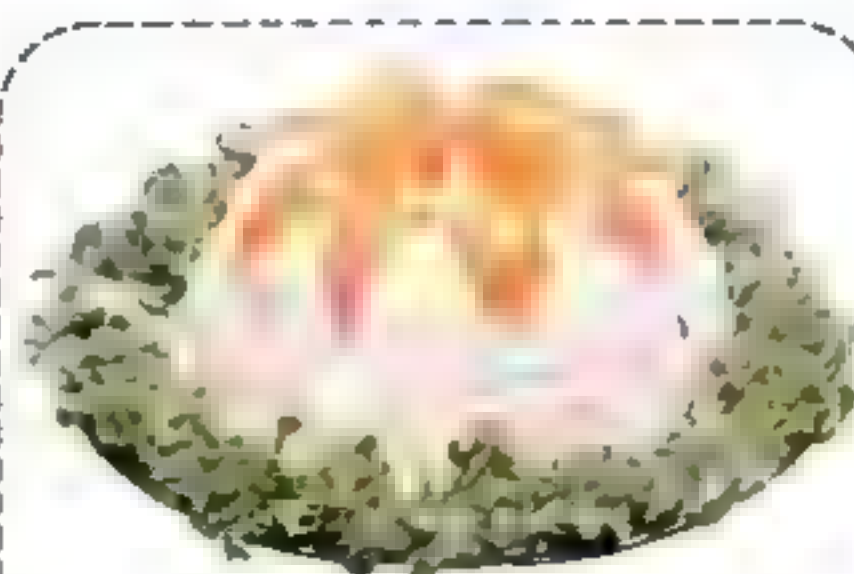


NEW IDEA! Chiffon fruit salad!

The secret is whipped Carnation Instant—the "Magic Crystals" milk discovery!

Now, enjoy fruit salad with the magic lightness of the most delicate chiffon pie! The secret is *new* Carnation Instant...actual tiny "Magic Crystals" that burst into fresh milk flavor without the "heaviness" of cream. New "Magic Crystals" that even *whip*, so you *fold* in this wonderful lightness! Lighter in calories, too. This is the Instant that's delicious for drinking...rich in *all* the protein, calcium and B-vitamins of fresh whole milk. Discover Carnation—the *only* "Magic Crystals" Instant—today. Convenient 3-qt. and economical 8-qt. sizes.

**For drinking, cooking, baking -
NOW SAVE ALL 3 WAYS!**



To whip Carnation Instant (Makes about 2½ cups)

1. Mix ½ cup Carnation Instant "Magic Crystals" with ½ cup ice water.
2. Whip until soft peaks form (3-4 minutes). Add 2 tablespoons lemon juice.
3. Continue beating until stiff peaks form (3-4 minutes longer).

"Magic Crystals" CHIFFON FRUIT SALAD (Makes about 8 servings)

- 1½ cups well-drained peach slices
- 1 cup hot peach syrup (or peach syrup and water)
- 1 3-oz. package lemon gelatin
- ½ cup diced celery
- ½ cup chopped nuts
- ½ cup mayonnaise
- 2½ cups whipped CARNATION INSTANT
(see recipe at left)

Line bottom of 1½ quart mold with peach slices for garnish. Chop remaining slices. Mix hot peach syrup and gelatin to dissolve gelatin. Chill till thickened. Add celery, nuts, mayonnaise and remaining chopped peaches. Blend. Mix with whipped Carnation Instant. Spoon into salad mold. Chill until firm (about 3 hours). Unmold on lettuce.

Now! Get all 17 "most wanted"
cooking aids built into one

RCA WHIRLPOOL Electric Range!

No other kitchen range anywhere lets you cook so much, so automatically, so easily! All 17 of these "most wanted" cooking-aids (many of them found only on the new RCA WHIRLPOOL Range) give you more practical help than you've ever dreamed of... including 50% more top-of-the-range cooking capacity!

Owning this RCA WHIRLPOOL Electric Range is like owning two ranges, a sep-

arate Rotisserie Oven, an outdoor barbecue grille, a thermostatic frying pan, an automatic coffee maker and another pair of hands... *all-in-one!*

What's more... from its one-piece top to its giant utensil drawer... it's designed to be the *easiest-cleaning* range ever!

Take a look at all these built-in cooking-aids and you'll agree... this is the *one* electric range with *everything!*



MONOTUBE UNITS have more heating surface; heat faster, more evenly! Left rear high-speed unit gives "instant" heat!



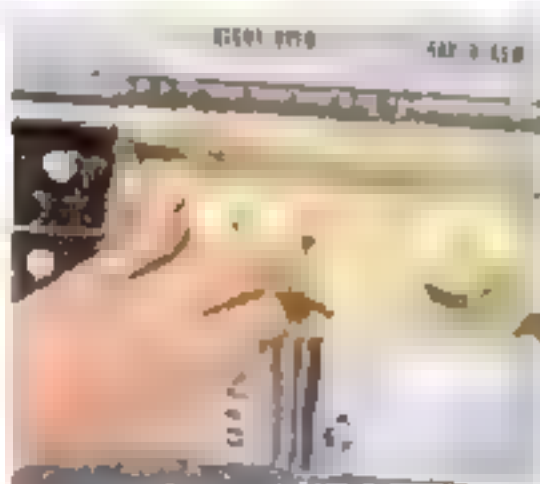
UNITS "SWING UP" easily in case of spills even when hot. (A fork is all you need.) They stay up for easier cleaning!



DISPOS-A-BOWLS, aluminum-foil liners under units, slip out for easy cleaning; can be replaced when badly soiled!



GREASELESS GRID-ALL converts to fifth unit for extra cooking space; is thermostatically controlled, can't burn foods!



GUIDE-LINE CONTROLS let you "dial" any degree of heat; eye-level indicators give at-a-glance supervision!



THERMOSTATICALLY CONTROLLED left front unit (and Grid-All) automatically "mind" cooking heat; won't let foods burn!



MEAT OVEN holds in natural juices! **MEAT PROBE** turns off oven when roast is done!



ROTISSERIE automatically turns small roasts and fowl; cooks inexpensive cuts to tasty tenderness!



ROLL-OUT UTILITY DRAWER stores pots and pans more conveniently; lifts out completely for easier cleaning under the range as well as back of it!



OVEN RACKS can't accidentally pull out or tilt. **AUTOMATIC CLOCK** turns ovens, front unit on-off. **BAR-B-KEWER** gives meats "broiled outdoors" flavor. **RADIANT BROILERS**, waist-high for easy reaching. **COUNTER-BALANCED DOORS** won't drop or slam. **TWO ELECTRIC OUTLETS**, one automatically timed. **ONE-PIECE TOP AND BACK**, no dirt-catching seams. **TITANIUM PORCELAIN** wipes clean with damp cloth.

CRANE

Why not remodel with the finest ?

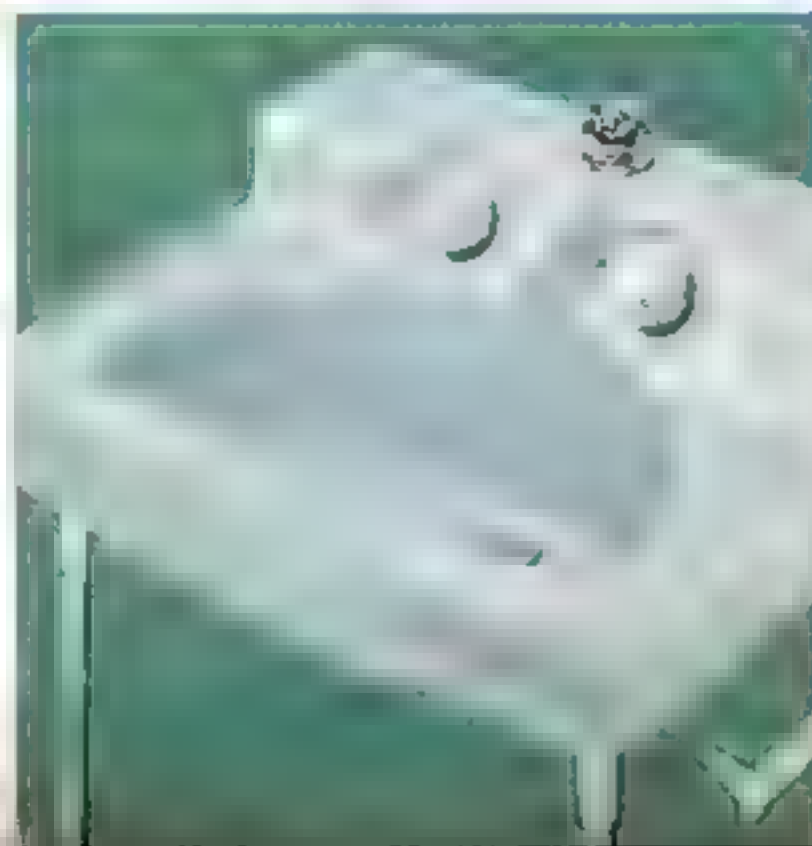
(NO EXTRA COST)



*A new bathroom idea. New arrangement of fixtures provides 1 semi-private areas plus shampooing and dressing space. Serves two bedrooms - see sketch. Diana lavatory. Criterion tub and water closet, all in Citrus Yellow. Prices for Crane lavatories start as low as \$37.65.**

Even if you're remodeling on a budget, you can still have a bathroom to be proud of. For even the most inexpensive Crane fixtures have a special look of luxury. They're styled by world famous designer Henry Dreyfuss to look new and modern for years to come. And hand-finished by ceramic artists to give a lifetime of satisfaction. Little wonder Crane is America's first choice for color and design. Why not make it yours, too? See your neighborhood Crane Dealer today!

CRANE CO., 836 South Michigan Avenue, Chicago 5, Illinois
VALVES • FITTINGS • PIPE • PLUMBING • KITCHENS • HEATING • AIR CONDITIONING



Drexel. Crystal-clear Lucite handles provide a sparkling accent to the Jade Green lavatory. Set on gleaming chromium legs. Exclusive Dial-see controls designed to do away with dripping. Available in seven Crane colors plus white.

*Suggested consumer prices, ready to install. Lavatories shown are chrome on tub, porcelain enameled cast iron.

CRANE

Why not remodel with the finest ?

(NO EXTRA COST)



*A new bathroom idea. New arrangement of fixtures provides 3 semi-private areas plus primping and dressing space. Serves two bedrooms (see sketch). Diana lavatory, Critteron tub and water closet, all in Citrus Yellow. Prices for Crane lavatories start as low as \$37.65.**

Even if you're remodeling on a budget, you can still have a bathroom to be proud of. For even the most inexpensive Crane fixtures have a special look of luxury. They're styled by world famous designer Henry Dreyfuss to look new and modern for years to come. And hand-finished by ceramic artists to give a lifetime of satisfaction. Little wonder Crane is America's first choice for color and design. Why not make it yours, too? See your neighborhood Crane Dealer today!

CRANE CO., 836 South Michigan Avenue, Chicago 5, Illinois
VALVES • FITTINGS • PIPE • PLUMBING • KITCHENS • HEATING • AIR CONDITIONING



Drexel. Crystal-clear Lucite handles provide a sparkling accent to the Jade Green lavatory. Set on gleaming chromium legs. Exclusive Dial-ese controls designed to do away with dripping. Available in seven Crane colors plus white.

*Suggested consumer prices, ready to install. Lavatories shown are vitreous china, tub, porcelain enameled cast iron.



SUSAN HULL LOOKS APPREHENSIVE AS BEAUTICIAN PREPARES TO FORM LOCK INTO PRESLEY SIDECURL

AIN'T NOTHIN' BUT A HAIRDO

In Grand Rapids 1,000 girls trick up locks for love of Presley

In Grand Rapids, Mich. the Elvis Presley rage has reached the critical point where teen-age girls aren't satisfied just to adore him; they want to look like him. Or at least they want their hair to look like Presley's, slicked back with a lank hank over the forehead and a gripable tuft in front of each ear.

The new style is the creation of a male Grand Rapids beautician, Glenwood Dodgson, and in the last six weeks more than 1,000 customers, the youngest 3 and the oldest 60, have swarmed into his chain of shops to surrender their hair

at \$1.50 a clip. One of them, 17-year-old Susan Hull (above), took her foot-long pony tail home in a paper bag, burst into the house shouting, "Look Ma! No hair!" Susan's boyfriend took one stunned and unbelieving look at the locks on her forehead, and then said, "I could hang you for that."

Dodgson, who reports some of his clients want their cuts dyed black so they will look even more like Elvis, supplies a terrifying tonorial forecast: in the next year his 77 operators expect to shear more than 75,000 girls.



SHORN ECSTASY overtakes Susan after her Elvis cut. She pretended she had guitar, sang *Hound Dog*.

What a man uses on his face
is important...

CHOOSE QUALITY
SHAVE WITH

Old Spice

Rich, creamy quality for
shaving comfort and skin
health. New formula Old
Spice Shaving Creams in
giant tubes.
Brushless 60 Lather 65
Old Spice aerosol
Smooth Shave 100

SHULTON
NEW YORK • TORONTO



Presley Hairdo CONTINUED

THE LOVED ONES GET A SHOCK



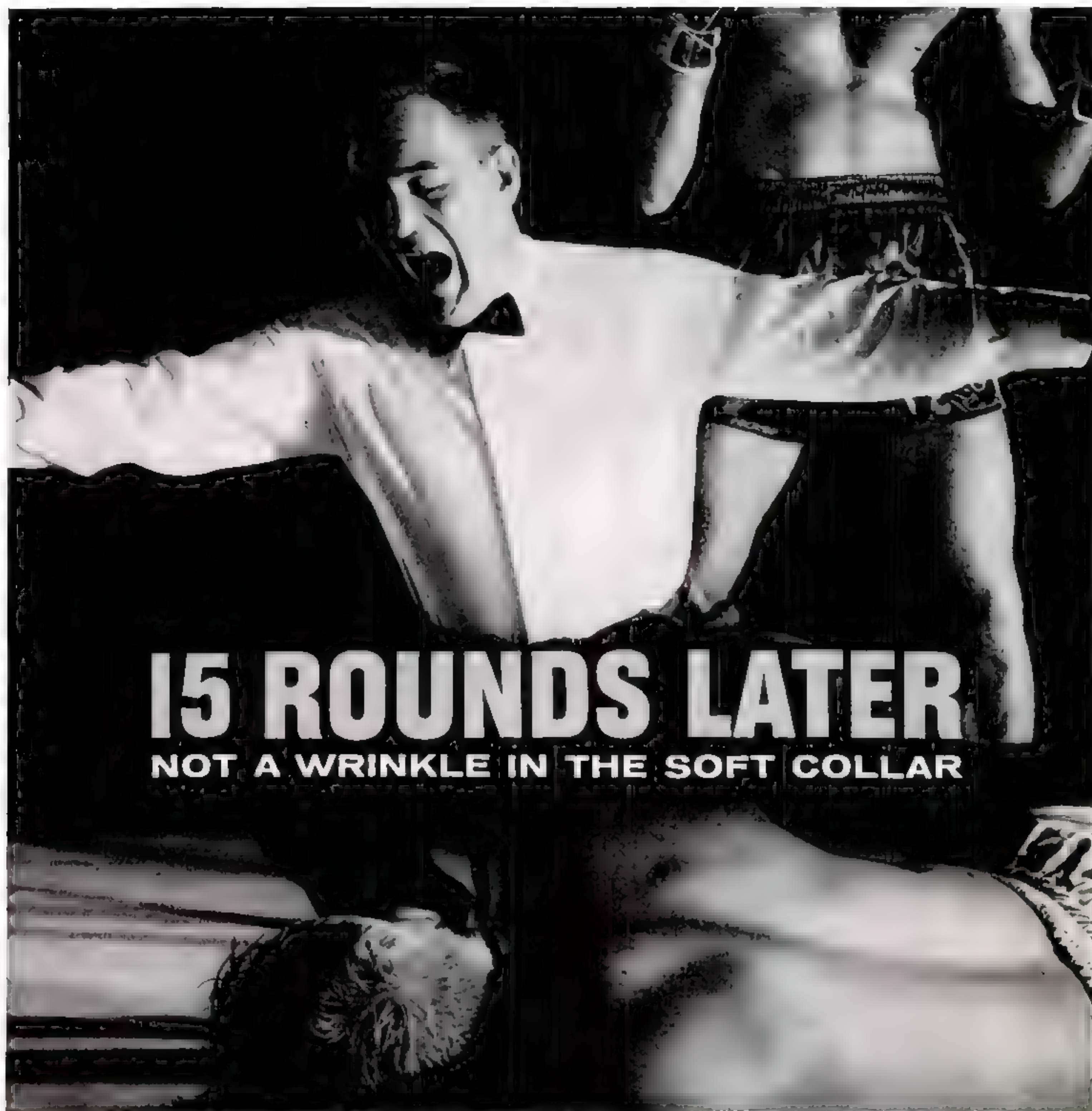
CONFRONTING FATHER outside the beauty shop, Susan Hull (left) and her sister Nancy, 20, display haircuts. He was noncommittal about new style.



COMFORTING MOTHER, Susan promises not to have her brown hair dyed black. After showing cut to family, she gave pony tail to 4-year-old brother.



CONVINCING SWEETHEART, Susan explains her coiffure to her beau Lew Potter in motorcycle shop. At first he threatened to break their next date.



15 ROUNDS LATER

NOT A WRINKLE IN THE SOFT COLLAR

In a remarkable test Van Heusen asked a referee to wear the Van Heusen Century Shirt during a fight. Despite 15 punishing rounds of moving about the ring, following every feint, punch,

clinch — his one-piece soft collar stayed neat, *wrinkle-free!* Dramatic proof this collar *won't wrinkle ever!* And because the Van Heusen Century Shirt never needs any starch, its collar is

comfortably soft always. In addition, it lasts up to twice as long as ordinary shirts yet costs no more. 5 smart collar styles. White \$4.00. Superfine White \$5.00. Colors \$4.00. Oxford Button-down \$5.00.

**SOFT COLLAR ON
VAN HEUSEN CENTURY SHIRTS
WON'T WRINKLE . . . EVER!**

At better stores everywhere or write to Phillips-Jones Corp., 417 5th Ave., N. Y. 16, N. Y. • Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear • Suspenders

Man's World



A quiet afternoon together... the joy of an interest shared... an understanding that scarcely needs words... these are precious things to father and son. And a natural part of the picture is the fine cigar... Dutch Masters.

So flavorsome, so mild, a Dutch Masters is one of life's true pleasures...anytime! One of the six popular Dutch Masters shapes is sure to suit you perfectly. Try a Dutch Masters today! Shown above...the longer, more generous Dutch Masters Panetela at 2 for just 25c. Other shapes to 25c each.

*Mild yes...
tastefully mild* **Dutch Masters**

Presley Hairdo CONTINUED

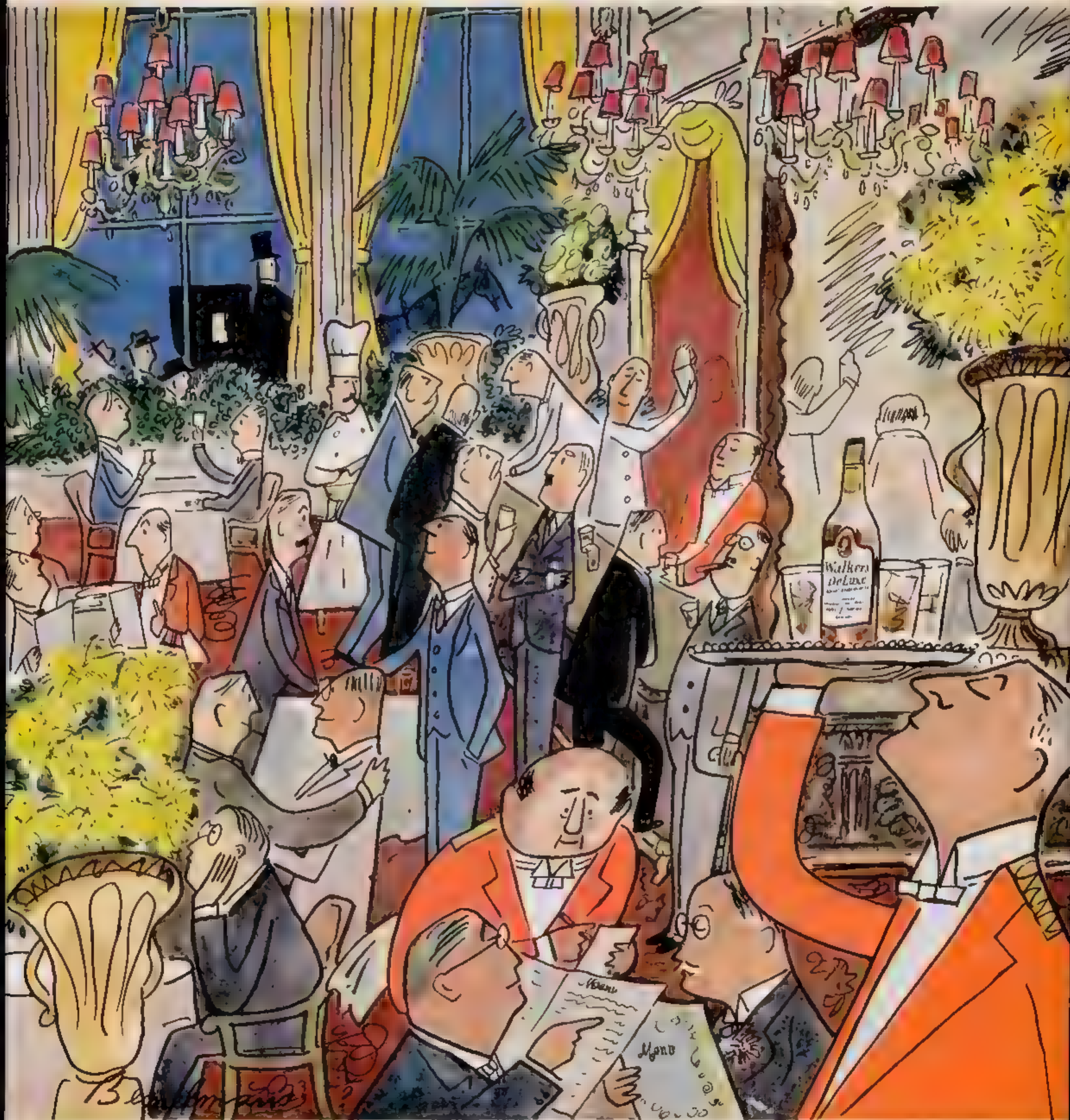


IN NEW GLORY Nancy Hull happily shows off Presley cut. Beautician who credits style stresses convenience for girls who like swimming without caps.



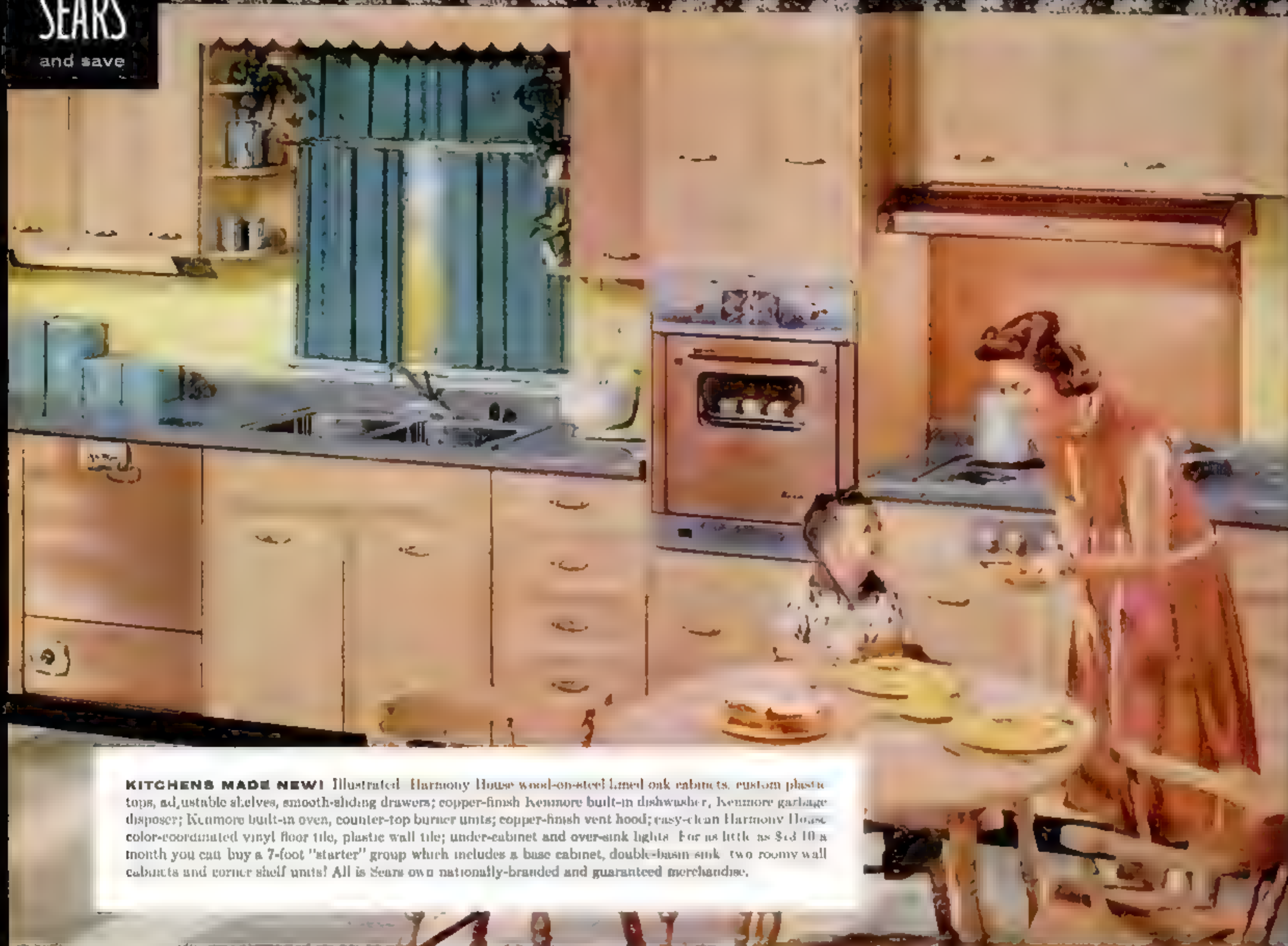
CLIPPED GALLERY sits for a group portrait in Dodgson's beauty shop. The sideburns are standard but the number of stray locks on top head is optional.

No whiskey anywhere is more deluxe
than Walker's DeLuxe



Hiram Walker & Sons Inc., 1957

Straight Bourbon Whiskey • 7 Years Smooth • 90.4 Proof • Hiram Walker & Sons Inc., Peoria, Illinois



KITCHENS MADE NEW! Illustrated: Harmony House wood-on-steel lined oak cabinets, custom plastic tops, adjustable shelves, smooth-sliding drawers; copper-finish Kenmore built-in dishwasher, Kenmore garbage disposer; Kenmore built-in oven, counter-top burner units; copper-finish vent hood; easy-clean Harmony House color-coordinated vinyl floor tile, plastic wall tile; under-cabinet and over-sink lights. For as little as \$13.10 a month you can buy a 7-foot "starter" group which includes a base cabinet, double-basin sink, two roomy wall cabinets and corner shelf units! All is Sears own nationally-branded and guaranteed merchandise.

Look what happens when



*From the first nail to the last detail,
There's no place like Sears!*



*Sears—your headquarters for
Operation Home Improvement*

Talk it over with a Sears man. Learn how easy it is to protect and enhance your investment in your home. Sears home remodeling experts are generous with their time . . . and ideas!

Let Sears help you plan your new kitchen, bathroom, recreation room . . . transform *any* room from basement to attic. Sears can also install new heating or air conditioning systems, plumbing and wiring . . . no job too large or too small. You name it. Sears makes it yours!

No Money Down—Sears own Modernizing Credit Plan

Up to 36 months to pay on Sears Modernizing Credit Plan. You're eligible even if your home is less than 6 months old. In many cases, even kitchen appliances and do-it-yourself tools may be included. You may buy on FHA terms, too, or for smaller jobs you may use Sears Easy Payment Plan.

BATHROOMS TRANSFORMED! You can start with the matched 3-piece Homart tub, toilet and lavatory ensemble shown here for as little as \$10.00 per month. Your choice of Shell Pink or other Harmony House colors. Then you can add a Homart sliding door tub enclosure; 7-piece chrome plated bath accessory set, lighted medicine cabinet with sliding mirror doors, Sears Harmony House color-coordinated Homart rubber floor and plastic wall tile. Tub and lavatory have new single-lever faucets. Toilet features guaranteed non-sweat tank. Even the recessed ceiling and shower lights are Sears own nationally-branded and guaranteed merchandise.

Sears helps you remodel!

THERE'S NO PLACE LIKE SEARS
FOR COMPLETE ONE STOP REMODELING SERVICE

Help in planning, free estimates

Supplies, equipment, materials

Installation arrangements (or tools for do-it-yourselfers)

Easy and complete financing



Shop at Sears and save

You'll enjoy the friendly atmosphere of Sears Stores and Sears Catalog Sales Offices. And you'll find it convenient to shop from the Sears Catalog in your own home, by mail or phone. Sears employees, you know, are the largest owners of the Sears business. They'll do their best to serve you well.

SEARS, ROEBUCK AND CO.—In Canada at SIMPSON'S-SEARS LTD.

SEND FOR FREE 24-PAGE BOOKLET!

"MODERNIZE, FIX UP OR ADD
ROOMS THE MODERN WAY"

Please take this coupon to your nearest Sears Retail Store or Catalog Sales Office or mail to address below for free copy, free estimates, too!

TO SEARS, ROEBUCK AND CO.
DEPT. 139, 925 So. Homan Ave.
Chicago 7, Illinois

I would like a free copy of the illustrated booklet,
"Modernize, Fix Up or Add Rooms the Modern Way." JA-07152

I am interested in the home improvements I have checked below

- | | | |
|--|--|---|
| <input type="checkbox"/> Remodeled Kitchen | <input type="checkbox"/> Paints, Wallpaper | <input type="checkbox"/> Air Conditioning |
| <input type="checkbox"/> Remodeled Bathroom | <input type="checkbox"/> Plumbing | <input type="checkbox"/> Floor Tile |
| <input type="checkbox"/> Other Room Remodeling | <input type="checkbox"/> Heating | <input type="checkbox"/> Wall Tile |
| | <input type="checkbox"/> Insulation | <input type="checkbox"/> Wiring |

Other Improvements _____

Name _____

Address _____

City _____ State _____

My nearest Sears Retail Store or Catalog Sales Office is in
_____ (city or town).



Look what the Philco-Bendix* **GAS** Duomatic offers you today-

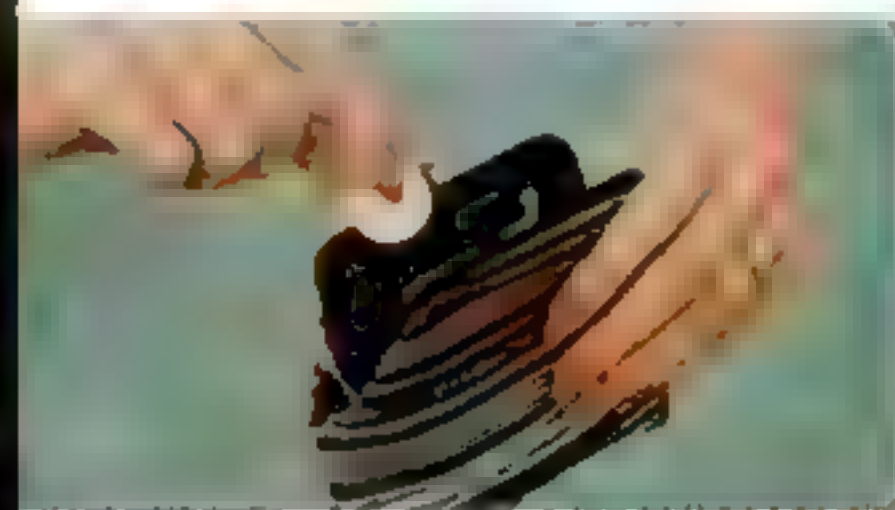
It's a washer...it's a dryer...it's two in one!

Washes Cleaner! Tests prove the Philco-Bendix Gas Duomatic combination washer-dryer cleans clothes better than any other clothes washer. It cleans better because it has a special "Double Spin" action which gives clothes a double spin. No other clothes washer has this feature.

Dries Faster! There's no wringing out clothes. The Duomatic's special Gas Heat Air-Gas Cycle dries clothes faster than any other clothes dryer. It has a special "Air-Gas Cycle" which gives clothes a double spin. No other clothes dryer has this feature.



ONE MACHINE DOES ALL THE WORK! It washes and dries all your clothes. It's the only machine that does both. And it's the only machine that has a special "Double Spin" action.



SAVES YOU MONEY! Because it washes and dries all your clothes, it saves you money. It's the only machine that does both. And it's the only machine that has a special "Double Spin" action.



ONLY GAS

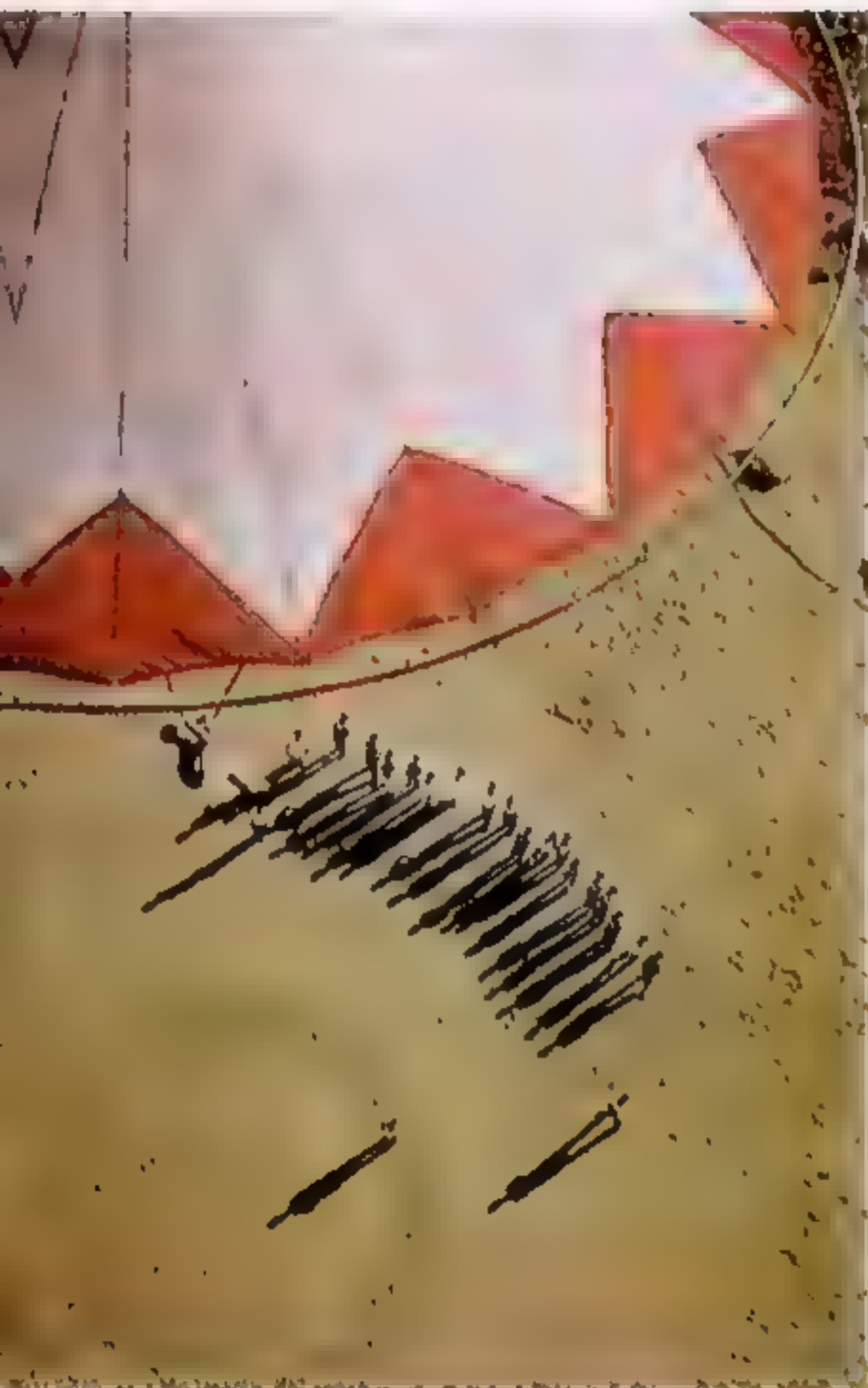
does so much more...for so much less!

The modern, economical fuel for automatic cooking • refrigeration • water-heating • clothes-drying • house-heating • air-conditioning • incineration.

*PHILCO-Bendix Home Laundry Appliances are brought to you by PHILCO CORPORATION

See "Playhouse 90" with June Maeda on CBS-TV

Parachuting Youth of Peking




AS CHUTE DROPS, QUEUE OF TEEN-AGERS WAIT TURN

RED CHINA'S CHILDREN ADOPT JUMPING SPORT

The liveliest new teen-age pastime in Peking is parachuting. Last year a 180-foot tower of Russian design was put up on the outskirts and since then thousands of high school boys and girls have tried it. Beginners make controlled jumps, cables lowering jumpers at varying speeds. Then they go on to free falls. Photographer Tom Hutchins, who brought these pictures out with his recent report on China ("Red China on the March," LIFE, Jan. 21) was told the tower was for sport and not military training. "Whatever its significance," he says, "the tower certainly is a symbol of change. Many of these school girls go home to mothers who hobble on bound feet."

ON PEKING'S TOWER two beginners try controlled falls, their parachutes fixed to cables, later can fall free.





Wonderful
with WINE!

ALWAYS ASK FOR

the Wines of California

Wonderful with California Wine! Whenever you serve cheese, serve wine. Wine makes any cheese taste better—sparks up that cheese snack, recipe, or dessert. With any food, any time, with your everyday meals...

California Wine is so easy, economical and versatile—you'll find dozens of ways to use it.* So today, enjoy your favorite California Wine—Sherry, for instance... Burgundy... Sauterne... pink Rosé... or rich California Port—and your day will be more wonderful with wine!

*FREE. We'll send you Wine Recipes and booklet, "Home Fun with California Wines." Write to WINE ADVISORY BOARD, Department L, 717 Market Street, San Francisco 3, California.



ALEXANDER GAZES FONDLY AT PORTRAIT OF HIS MOTHER, WHOSE ARTHRITIC PAINS INSPIRED HIS WORK. HE SAYS HE CURED HER BEFORE SHE DIED IN 1936

An Arthritis 'Expert' Under Fire over Best-selling Book

DAN DALE ALEXANDER, WHO TRIED TO HELP MOTHER BY OILING HER JOINTS
AND THEREBY GREW FAMOUS, FINDS HIMSELF ACCUSED OF FALSE ADVERTISING

by ROBERT WALLACE

ABOUT 20 years ago, as he sat in the living room of his family's home in Norwich, Conn., young Dan Dale Alexander heard that faint, strange noise again. It was a grating sound, such as might be made by some small, lubrication-starved machine. But Alexander had heard it often before and knew better. It came from his mother, who happened to be walking slowly and painfully past his chair at the time. He glanced sadly at her, listened a while longer, and then the great inspiration struck him. "Mother," he cried, "you need oiling!"

There was nothing facetious or, to his mind, peculiar about Alexander's remark. For some years his mother had suffered from arthritis, which her doctor had been unable to cure although he had given her a great many pills and had caused all of her teeth to be pulled out. Now it had grown so bad that her joints did in fact creak. This pained Alexander, an affectionate son, almost as much as it did his mother, and he earnestly desired to do something about it.

At this time, in the year 1936, Alexander was 17 years old and was a junior in high school. He knew nothing about arthritis or about medicine. But for that matter many a young scientist or inventor, at the outset of his career, has been equally ignorant of his chosen field. It seemed logical to him to suppose that his mother's joints were inflamed, noisy and painful merely because they lacked the necessary lubrication; if he could only find some means of oiling her, she would

improve. Forthwith he set out to do so, having no motive other than filial affection and scientific curiosity. As of this week the venture has produced some remarkable results, among which are the following.

Alexander has written a book called *Arthritis and Common Sense*, an extraordinary success which stood on the best-seller lists for a total of 12 weeks and from time to time ranked No. 1. Total number of books sold, 550,000.

The millions who believe him

At a modest estimate, at least a half million people have at one time or another followed Alexander's suggestions for treating arthritis by lubricating the joints. Moreover, perhaps two or three million others have heard about Alexander's ideas and are sure his recommendations are correct. Some have gained this impression from the book itself, others from the lectures Alexander has delivered in more than 95 cities, and still others from a half-hour television film, starring Conrad Nagel, which has been made to advertise the book. The film has already been telecast in scores of cities to a potential audience of about 40 million.

Most of the physicians in the U.S., particularly those who specialize in the arthritic diseases, are exceedingly annoyed at Alexander. The

"you're a man alive" in a CLIPPER CRAFT suit

Masterful — manly — magnetic . . . that's the way you look, the way you feel, when you're wearing a Clipper Craft suit. Crisp, authoritative worsteds . . . ruggedly modern dacron blends . . . rich, imported silk and wool textures — there's no limit to your choice, no limit to your horizons, with Clipper Craft's man-of-action styling.

Only a Clipper Craft suit brings you so much prestige, such virile good looks, for so little . . . because only the Clipper Craft plan combines the purchasing power of 1226 stores to keep you best-dressed, for less.

\$50 TO \$59.95



For the store nearest you, write to Dept. L-37

CLIPPER CRAFT, 18 Station St., Boston 20, Mass.



PROMOTIONAL FILM used on TV as commercial for book is narrated by Conrad Nagel. In this scene Nagel questions Alexander about vitamin-rich oils.

ARTHRITIS 'EXPERT' CONTINUED

Federal Trade Commission, which charges that the suggestions made in his book will not cure any form of arthritis, and hence that the book has been falsely advertised, is also annoyed. The commission began legal action against him last November in Hartford, Conn. and later hearings were held in New York, Buffalo and Ann Arbor, Mich. The commission's decision has not yet been handed down.

Alexander himself is perplexed and hurt. He feels that he has done a service to mankind and that the government and the "medical trust" are picking on him for no reason.

There are innumerable individuals who firmly believe Alexander's treatment for arthritis has helped them greatly. Many of them have said they would be glad to appear before the Federal Trade Commission as witnesses in his behalf.

Before the government attorneys have finished with Alexander, they will have cut him up like a salami. This is what they are paid to do and perhaps it will be for the best. What follows below is not an argument for or against this, but merely a little preliminary amplification, a look at the lion before he is thrown to the Christians. It begins with the disease itself, with what is popularly known as "arthritis."

"Arthritis" is the fashionable term for what previous generations called "the rheumatiz." It is a catchall meaning "inflammation of the joints" and may be used to describe any of about 30 rheumatic diseases which have one thing in common: somehow at some time they do affect the joints. In this sense arthritis is the most widespread chronic disease in the U.S. There are more cases of it than of heart disease, cancer, diabetes and tuberculosis combined. About 11 million Americans have arthritis in some form and about 30 million are affected by its social, medical and economic aspects.

Of the diseases which cause inflammation of the joints the most common and the worst is rheumatoid arthritis, which afflicts nearly 40% of all arthritics. It attacks the entire body, not merely the joints. It is three times more common among women than among men. Ordinarily it begins with symptoms of general fatigue, stiffness and loss of weight. Then one or more joints, often in the fingers, become swollen and painful. The muscles around the affected joints fall into two antagonistic groups, straining against each other. Slowly the strong group wins out, distorts or even dislocates the joints, leaving deformity and crippling.

Mysterious periods of 'remission'

THE cause of rheumatoid arthritis is unknown and the disease follows an irregular course. Often and for no known reason patients have periods of "remission" in which they feel no pain and in which the disease, aside from whatever permanent damage it has already done, appears at an end. Then after a week, a month or even years, it appears in virulent form again. Sometimes, perhaps after many remissions and relapses, it "burns out" and never reappears.

There are no cures for rheumatoid arthritis. Deformity and crippling can be prevented by the use of splints, heat, massage and exercise, if the patient receives treatment in time. Aspirin, an excellent pain-reliever although it has no curative effect, is the only drug that has the general approval of the medical profession for use against the disease. Because aspirin is cheap an

CONTINUED



Ribbon-striped Philippine Mahogany Paneling in dining room foyer. Design by Sampson Brothers, Inc., builders, Pittsburgh, Pa.

Now builders offer you luxurious wood paneling—even in modest homes

Beautiful Weldwood Paneling is easy to maintain, lasts a lifetime, yet costs so little . . . many builders include it without extra cost.

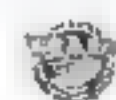
Walk into almost any model home today, and you see wood paneling. For top builders know nothing matches the natural beauty of wood. And the big trend to wood grows stronger all the time.

That's why homes at every price level now feature Weldwood Paneling at no extra cost, or as an inexpensive optional feature. Yet you have a wide choice—

from familiar woods like Oak, Walnut, and Cherry to exotic imports like African Korina® and Samara®, oriental Nakora®, and many more.

Weldwood Paneling carries a registered life-of-your-home guarantee; ends the need of expensive redecorating forever! Fine, too, for remodeling.

Make sure you get genuine Weldwood Paneling in your home—ask your builder for it. And see a complete Weldwood display at your Weldwood lumber dealer's or any of our 87 offices. New York Showroom: 55 W. 44th St. In Canada: Weldwood Plywood, Ltd.



United States Plywood Corporation
Box 61, New York 46, N. Y.

Please send me a copy of the full-color, 20-page decorating idea book, "Beautify Your Home with Weldwood Paneling." I enclose 10¢. Also include list of Weldwood dealers in my area.

LS-25

NAME

ADDRESS

CITY STATE



WELDWOOD

WOOD PANELING—A PRODUCT OF
UNITED STATES PLYWOOD CORPORATION

How to get extra days of fun . . .

Rent a Vacation Car from **AVIS**

Here's the way to get more hours to relax, more opportunity to see and do things. Reserve a new Vacation Car through your local Avis office.

Then get to your vacation spot quickly by train or plane . . . and the sparkling-clean car you have reserved will meet you. Or drive your Avis Vacation Car right from home. Either way it's like having your own personal car for your entire stay.

Rates are low to fit vacation budgets. For instance you can rent a new Ford or other fine car in Bay City, Mich. for only \$7.50 a day and 8¢ a mile . . . including gas, oil and insurance.

It's easy to rent a car from more than 1000 Avis offices. Call the nearest office (listed under "A" in the phone book) for reservations anywhere. Or ask the agent who sells your plane, train, or steamship ticket.

AVIS

RENT-A-CAR

AWAY OR AT HOME

A CAR OF YOUR OWN

Avis Rent-a-Car, 184 High Street Boston 10, Mass.

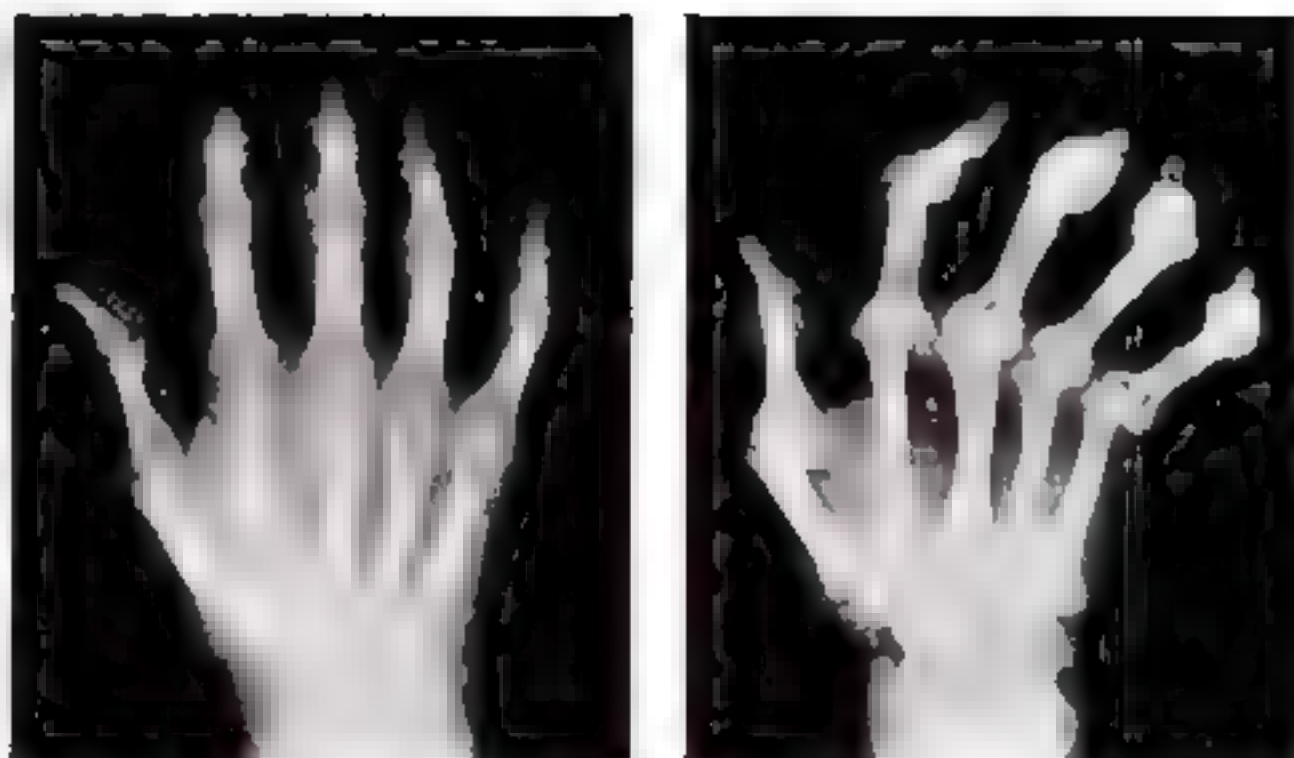


Rent a car that goes home by itself.

Keep it home - long - far - rented.

By arranging with the Avis office when you rent your car, you can leave it at any other Avis office in the nation for a modest return charge. (An exclusive Avis service.)

Photographed at Benzie State Park, Michigan



EFFECT OF ARTHRITIS is shown by X-ray pictures of healthy hand (*left*) and one with advanced rheumatoid form of disease. Bones of afflicted member are shrunken, out of alignment, fused together. The joints are badly swollen.

ARTHRITIS 'EXPERT' CONTINUED

homely, many arthritics lack respect for it and suppose it is a wit's-end prescription.

Injections of organic gold salts are often used in the treatment of rheumatoid arthritis and sometimes relieve pain. However, gold salts often cause toxic reactions as well, and there is no general agreement in the profession as to the wisdom of their use.

Some hormone substances such as cortisone, ACTH, hydrocortisone and prednisone are effective against rheumatoid arthritis and almost always relieve its pain. However they often produce highly undesirable side effects, among them hypertension, gastrointestinal ulceration and hemorrhage, mood changes and "cosmetic" effects such as the darkening of the skin and the development of a fat pad above the collar bone. Research is constantly progressing in the hormone field and the side effects may sooner or later be eliminated. Currently it is thought that the hormones should not be used early in the course of the disease, but as a final additional treatment after aspirin, rest, physiotherapy, exercise and gold salts have been tried.

The second major type of "arthritis" is osteoarthritis, or degenerative joint disease, which afflicts about 35% of all patients. Its cause, too, is unknown, although it is thought to be a condition of advancing age—perhaps 90% of all individuals past 60 have it in some degree. Pain and inflammation occur when the joints become worn and roughened from overuse. Poor posture, obesity and occupational stresses may also be important factors. Osteoarthritis, although painful and depressing, is by no means as serious as rheumatoid arthritis and does not ordinarily result in deformity or crippling. There are no cures for it. The principal treatment is rest and the principal drug aspirin.

Between them, rheumatoid arthritis and osteoarthritis account for 75% of all cases of "arthritis." The remaining 25% fall within a broad scattering of categories, some of them true forms of arthritis, but most in the category of "nonarticular rheumatism." Here are included such ailments as "lumbago," "neuralgia," "myositis," fibrositis and bursitis. These affect the muscles, tendons, nerves and connective tissues attached to a joint and make its movement painful, but since the inflammation is not within the joint, these ailments are more susceptible to treatment than either osteoarthritis or rheumatoid arthritis. But their real causes and cures are not fully known either, and they too can be effectively treated by pain relievers, notably aspirin.

Housemaid's knee and tailor's bottom

DIRECT injuries to joints also cause "arthritis." One severe injury may do it, or a succession of minor ones. Housemaid's knee, tennis elbow and tailor's bottom, for example, can be caused by a long series of small and perhaps unnoticeable injuries. Heat, massage and, occasionally, surgery may cure this form of arthritis. Another form is caused by specific infection, such as that of pneumonia, tuberculosis or gonorrhea, which will yield readily to sulfa or the antibiotics. Still another form accompanies and is caused by gout, a metabolic disease which produces excruciatingly painful swelling in the joints. Gout too is incurable, but diet and drugs such as colchicine can bring it largely under control. Rheumatic fever frequently involves the joints and, when it does, causes "arthritis." Finally, many cases of "arthritis" may be psychogenic,

CONTINUED



EVER FEEL "A MILLION MILES FROM NOWHERE"?

It's just about how you feel when you're far from home and an accident happens. Your greatest need is the help of someone who knows what to do and how to do it.

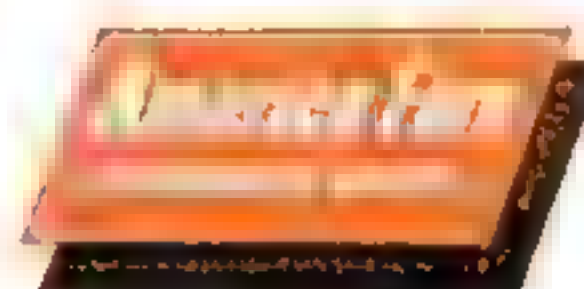
If you are insured in a company of the America Fore Group, you can be sure that no matter where you may be, such a friend is nearby and ready to come to your aid in case of need.

He will be one of America Fore's 40,000 agents or claims men located throughout the country—rendering the service and help you are entitled to expect when you are insured in a capital stock company with nation-wide facilities.

Remember, in the long run, the *best* insurance is the least expensive.



For the name of a nearby America Fore agent call Western Union by number, ask for Operator 25.



- ★ The Continental Insurance Company ★ Fidelity-Phenix Fire Insurance Company
- ★ Niagara Fire Insurance Company ★ The Fidelity and Casualty Company of New York



so, make sure your new shoes are

MASSAGIC

Air Cushion Shoes

for solid comfort,
wrapped in style!

Some shoes will always be made to *look* like the leaders. But the way they'll feel on your feet could be something else entirely! Massagic shoemakers start with built-in comfort, then wrap that comfort in style. A cushiony carpet of soft sponge rubber and the flexible firmness of an exclusive Arch-Lift form a foundation of *foot* comfort, solid support for Massagic's style-wise design. See your Massagic dealer, or write us for his name. \$15.95 and up.

WEYENBERG SHOE MFG. CO., Milwaukee 1, Wis.

ARTHRITIS 'EXPERT' CONTINUED

caused by fear, anxiety or sorrow. Psychotherapy—and aspirin—may relieve these as well.

The foregoing presents a brief glimpse of "arthritis," the disease Dan Dale Alexander set out to cure by lubricating the joints. When he began his researches he lacked money to take medical courses, and consequently did his studying alone in medical libraries in Hartford and New York. For about 10 years he spent most of his spare time reading all the literature he could find about arthritis, meanwhile supporting himself by managing a small newspaper route and working in defense plants. He also spent seven months in the Air Force and for two years worked in a veterans' hospital in Newington, Conn. where he performed routine chores and did simple laboratory work not connected with arthritis.

Alexander's researches bore fruit, it seemed to him. His mother died in 1946, but not, he says, before he had cured her. As he continued to work he experimented on himself, inducing what he was sure was an arthritic condition in his own body and then curing it. Finally in 1949 he wrote *Arthritis and Common Sense*, not with the intent of making money or becoming famous but purely as a service to man. The substance of the book is as follows:

Early in the book Alexander lists some of the diseases and conditions that affect the joints, but thereafter lumps them all together as "arthritis." The cause of arthritis, he says, is dryness within the body, particularly in the joints: "Without question, you should rush lubricating oils to the linings of your joints and to the cartilage nearest your arthritic pains. . . . Lubricate them, and your arthritis will be gone." He does not contend that the arthritis will be completely cured, but "gone."

The way to lubricate the joints, Alexander says, is through diet. Arthritics should eat foods rich in "dietary oils" but should avoid acids such as those in lemon or grapefruit juice, which "cut" the oils and dry out the body. Moreover, arthritics should be exceedingly careful about drinking water, which does not mix with oil.

The best dietary oils, Alexander says, are those which contain vitamins, notably vitamin D. And the best source of vitamin D is cod-liver oil. Arthritics should take a tablespoonful with orange juice every day. Cod-liver oil taken in this manner, he says, has several beneficial effects. It stimulates the adrenal glands to manufacture a sticky sort of cortisone that "holds the lubricating oils in place and prevents them from seeping away from the joints." Cod-liver oil also "helps counteract the bleeding of oils by the sun."

The right diet for arthritics

ALEXANDER'S book contains a number of sample menus, all of which are well balanced and healthful. His diets for overweight arthritics will cause them to lose weight and his diets for underweight arthritics will cause them to gain. His lists of approved foods contain all the foods a normal individual normally eats. As for tobacco and alcohol, his advice is to be moderate. In other matters his advice is equally sound. In the question-and-answer section in the back of the book, he replies to the query, "What is a good snack sandwich?" with "Lettuce and tomato on whole wheat buttered toast. Or, a grilled whole wheat cheese sandwich."

There are other points in Alexander's book, but the foregoing are the main ones. Soon after completing his manuscript in 1949 he approached various major publishers and all turned him down. In 1950, however, he found a small Boston publisher who was willing to print a limited edition, provided that Alexander himself purchased the first 500 copies. He did not realize that this was a "vanity" printing, which is often arranged by small publishers for unrecognized authors, although he did think it was odd that he had to buy all those books.

Having bought the books, Alexander wanted to sell them. But when he approached various bookstores in the Hartford area, none of the proprietors would give him shelf room. Some of them no doubt have since looked more than casually at the gas pipe.

In January 1951 Alexander got his first break. The Hartford *Times* printed a feature story about him and his book: as a resident of nearby Newington he was a local boy, and hence good copy. After the story appeared, Witkower's Bookstore, a fine old Hartford firm, agreed to take two copies of *Arthritis and Common Sense* on consignment. After these copies were sold, Witkower's took five, and after these in turn had been disposed of, Witkower's took 50. Presently, to the astonishment of owner Israel Witkower, the book began to sell at the incredible rate of 40 to 50 copies a day. There was no advertising, no promotion, the only impetus being, as far as Witkower could see, word of mouth.

Arthritics are lodge brothers, having a good deal in common. Most are middle-aged or elderly, and in pain. Most have had



CONTINUED

**Its basically different design...
means wonderfully different shaves!**



Yes, this is the famous rotary blade shaver

and as for speed, it's the fastest ever!
the New Norelco Speedshaver

Up to now, electric shavers have used a stop-start, back-and-forth ~~action~~ action, the blades constantly changing direction. This often tends to pinch, especially with tough beards. But Norelco's rotary blades, electric shaving's first basic improvement in 23 years, work on a totally different principle, enabling you to shave as close as you like without hurting your skin. Only this *new* Norelco Speedshaver, the fastest ever, has 12 razor-keen rotary blades whirling beneath stationary skin guards. They never stop, never change direction.   stroke off whiskers with the smooth, continuous action of a barber's razor.

Here, gentlemen, is the *natural* way to shave—without soap-and-water fuss. Men everywhere are waking up to the perfection of Norelco's rotary blade shave and the speed of the new Norelco Speedshaver.

More reasons why Norelco is the largest-selling electric shaver in the world, the fastest-growing shaver in America today: • Patented skin-stretcher upends whiskers for skin-close shaves no matter which way they grow • Real brush motor doesn't heat up • Self-sharpening blades • Lubricated for life • Quietest of all 4 leading shavers • Easy to clean • Designed to fit the hand.

Most dealers offer 15 day FREE home trial.

New Norelco Speedshaver shown here, Model SC7830 AC/DC. With leather travel case.....\$24.95.

New Norelco Sportsman runs on flashlight batteries or plugs into car lighter. Model SC7777..... Now only \$24.95.

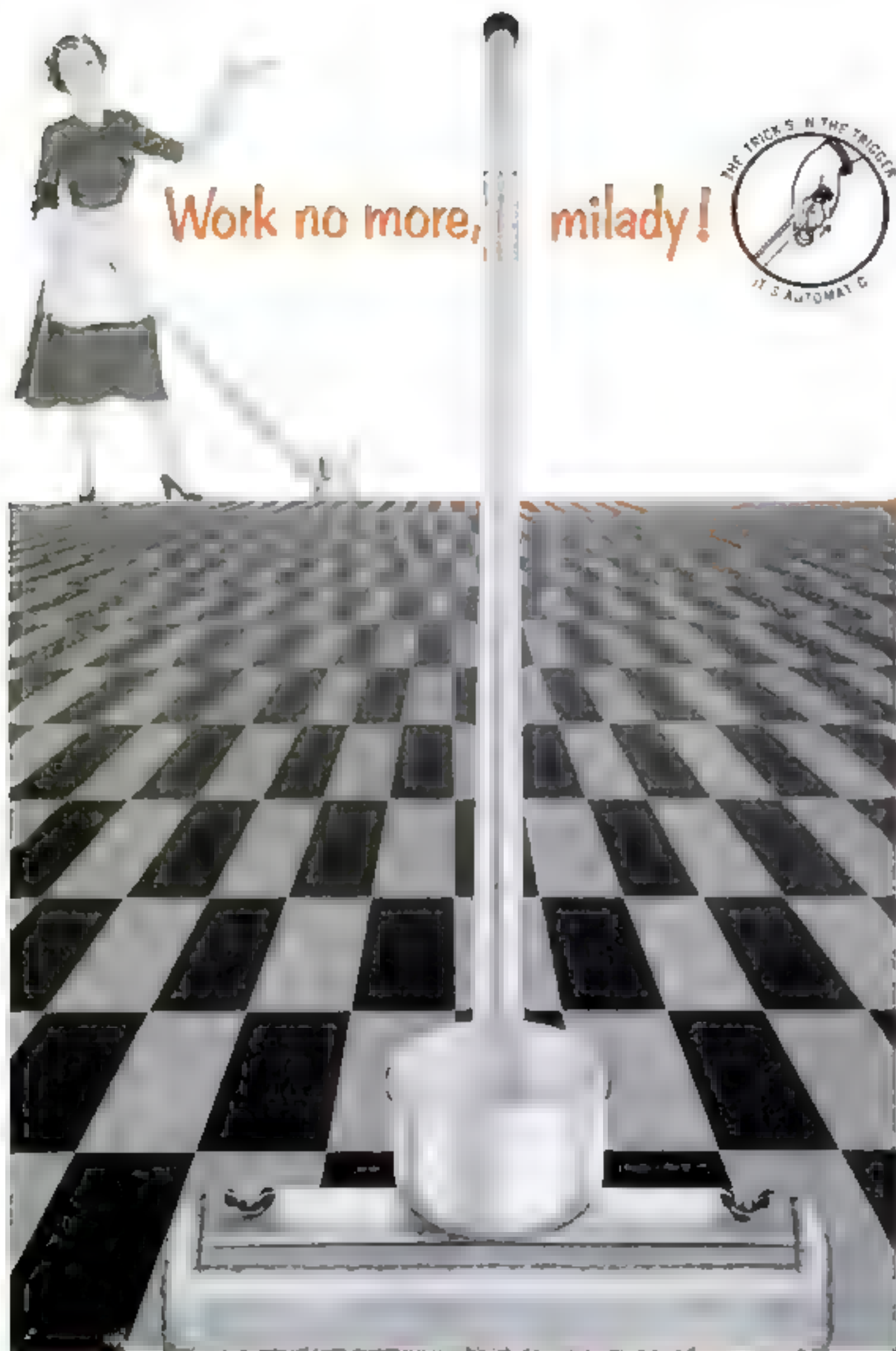
New Norelco Debutante Speedrazor gives safe "powder puff shave". Model SC7780 AC/DC..... \$17.50.

New Lady Norelco Speedrazor deluxe twin-header. Zipper travel case, Model SC7784 AC/DC.....\$24.95.

The New
NORELCO
Speedshaver
Now the fastest ever



NORELCO is known as PHILSHAVE in Canada and throughout the rest of the free world. NORTH AMERICAN PHILIPS COMPANY, INC., 100 E. 42nd Street, New York 17, N. Y. Other products: High Fidelity Radio-phonographs, Research and Control Instruments, Electron Microscopes, Medical X-ray Equipment, Electronic Tubes and Devices.



Work no more, milady!



New way to relax while you wax!

WAX-O-MATIC

AUTOMATIC FLOOR WAXER

THE TRICK'S IN THE TRIGGER

Easy does it! Just wax as you walk without so much as rumpling your apron. Trigger in handle feeds wax through wool head—as you need it. Apply wax and buff floors to a brilliant luster in one easy operation. Container holds enough liquid wax to cover a bigger-than-average floor. No stooping, no bending—it's modern, carefree housekeeping!

only **\$3.95** complete

EXTRA WOOL HEAD. \$1.50

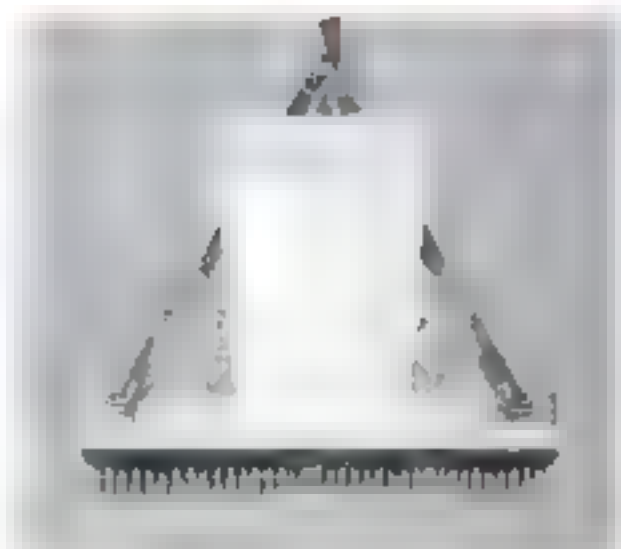
Prices slightly higher in Canada

3 YEAR WRITTEN GUARANTEE

Sold at
all stores...



MASTER MANUFACTURING CO.
9200 Inman Avenue Cleveland 5, Ohio



NEW! MASTER-MATIC

Self-dispensing
SCRUBBER

Save your knees! Shampoo your rugs or scrub your floors all with the same easy, stand-up motion. Perfect for linoleum, tile or wood flooring and all carpeting. A pull of the trigger dispenses cleaning solution where you need it—holds 40 ounces. Special, solvent-resistant bristles. Only \$4.95.

ARTHRITIS 'EXPERT' CONTINUED

prolonged and fruitless experiences with doctors, and many have concluded that doctors must know precious little about arthritis if the best they can do is to tell one to lie down and take an aspirin. Arthritics are always looking for a new treatment, and when one comes along they talk about it among themselves. In Hartford, they were talking excitedly about *Arthritis and Common Sense*.

After all 500 of Alexander's books had been sold it was apparent that a publishing bonanza might be at hand, although the true size of it was not then dreamed of. Bernard Witkower, 39-year-old son of the bookstore's owner, therefore formed with Alexander a company to publish *Arthritis and Common Sense* on a medium scale. They bought the plate rights from the Boston publisher and called their new corporation Witkower Press. Alexander is president and Bernard Witkower secretary and treasurer.

To promote the book, Witkower Press retained an able young public relations man named Robert Ensworth, head of Ensworth Enterprises of New York. It was Ensworth's idea that the book

might sell well in department stores rather than in ordinary bookstores and that Alexander could stimulate sales by giving lectures. Accordingly he arranged for Alexander to make a brief talk at the Broadway-Crenshaw, a big Los Angeles store, in August 1951. There was little advance publicity for the lecture but the store's 360-seat auditorium was filled to capacity, with another 600 people milling around in the luggage department. After hearing Alexander's lecture they bought 400 books on the spot, and within a week another 1,000 had been sold.



AS SOLDIER, Alexander worked briefly in a hospital in San Antonio, rose to Pfc.

From Los Angeles, Alexander went to San Francisco, where he filled the 450-seat auditorium at the Emporium, a downtown store, four times and sold another 1,000 books.

Thereupon Ensworth worked out a nationwide itinerary for him and the great venture was on.

In the next four years Alexander drove back and forth across the U.S. several times, wearing out four automobiles and covering more than 300,000 miles. It was an exhausting and lonely life—"My only companion," he says, "was Arthur Godfrey." By the end of 1955 Alexander had lectured at least once, and in many cases repeatedly, in leading department stores in almost every major city in the country, and had sold 300,000 books. (The retail price is \$3.95, with about half being retained by the stores and the balance going to Witkower Press.)

Everywhere Alexander's audiences were large and enthusiastic. Frequently he had to lecture out of doors so all could hear. Perhaps 90% of his listeners were elderly—in St. Petersburg, Fla., which has a great many old folks, Alexander once drew a crowd of 6,000.

Alexander's lectures, which he now delivers infrequently because his television film does most of his selling for him, are casual, and there is great rapport between him and the crowd. "If you play the piano, you will get arthritis in your fingers," he once told an audience of elderly women at the R. H. White store in Boston. "If you did a lot of horseback riding, where do you think you would get it?"

He does not burden his audience with technical details. "Vitamins make the hormones," he said to the old Bostonians, "so it is important to protect the vitamins. Let's forget the hormones. It gets too technical. . . ."

It is a source of great personal satisfaction to him to be told—as he often is—that his book has brought health and freedom from pain to arthritics. Indeed, when he lectures in a store for the second or third time, many of his listeners are individuals who have bought the book previously and have turned up to tell him how much it has done for them. Alexander enjoys this, enjoys being well liked and admired. Unhappily this has caused him to make some statements about himself, or at any rate to create some impressions, which are not wholly accurate.

On the jacket of his book, beneath his picture, appears the line, "Dan Dale Alexander, Ph.D." Inside the book Alexander says that he studied "the premedical course" at Trinity College and later took courses at Columbia University. He also says, "I pursued my search in the laboratories of the Air Force General Hospital, San Antonio, Texas," and, "as guest of the Army and Navy General Hospital in Hot Springs, Ark. I had further opportunity to observe

CONTINUED



Tomorrow I'll be a wife

Tomorrow at this time I'll be married.

Everybody says I'm sweet. No, only Jimmy, but even Dad and Mother, all the crowd I used to be afraid of at school. Even Aunt Helen, and I always thought she was next door to a witch.

I've done everything they've wanted. The chicken, the flowers, my homework. They even took me seriously when I said I'd rather have a little International Sterling than a lot of anything else.

Maybe I'm sentimental about sterling, but I don't think so. I know I couldn't be happy with second-best. It isn't that I want to impress people when I entertain, though I suppose there's that in it, too. Mostly it's because I like the things that get nicer the longer you live with them. And that's the way it will be with our new International Sterling.

When you choose your family silver, be sure to see *Rhapsody* in International Sterling.

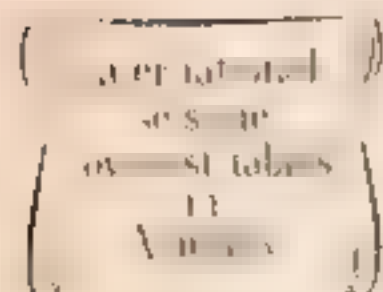
A new way of handling silver gives this lovely pattern a rich, sweeping beauty and brings to life far more of the natural color and brilliance of the precious metal.

There are many famous International patterns—patterns that can never be duplicated in a lesser metal. See them soon.

You can buy a place setting at a time, or get the "Family Living Set"—service for 8 in a handsome chest. If you wish, you may pay for it later—just a few dollars a week.

International Sterling

The solid silver with beauty that lives forever



New RHAPSODY

SILVER RHYTHM

SILVER MELODY

PRELUDE

PSYCHE DANISH

ALL PATTERNS
MADE IN U.S.A.

Many available in Canada.
The International Silver Co.
Meriden, Connecticut



A sparkling new 6 1/2" saw. Makes every cut required—even 2" lumber at 45°. Powerful motor—over 1 horsepower. Save \$5.00. Regular \$54.95 value. Model 536 now only \$49.95.



All new SKIL Jig Saw. Full 1/2" stroke: maximum cut 2" lumber. Powerful motor. Accurate, versatile—cuts straight lines, curves, irregular shapes. Completely safe. Model 511—\$54.95.



A new standard in 1/2" drills. Now, a full 2.5 amps. Helical gears smoothly deliver increased power. Cool-running. Compact. Rugged. Weighs only 3 1/4 lbs. Model 548—\$28.95.



New, ball-bearing professional-type 8 1/2" saw. Extra powerful motor. Exclusive "Ver-Torque" slip clutch guards against motor burn-out, reduces wear. Model 552—\$64.95.

NEW 4 SPARKLING NEW TOOLS

PROFESSIONAL QUALITY AT POPULAR PRICES

Why buy less when you can have the best? For over 30 years, SKIL has been the quality standard for professional craftsmen. Now, you too can have this same high quality at attractive prices. Put a SKIL in your workshop. Enjoy the fun of building with the finest power tools made.

Made only by SKIL Corporation
5033 Elston Avenue, Chicago 30, Ill.
(In Canada, 3601 Dundas St. W., Toronto 2, Ont.)



SEE THESE EXCITING
TOOLS AT YOUR SUP-
PLY OR LUMBER
HARDWARE YARD.

SKIL

PORTABLE TOOLS



ALEXANDER'S ASSOCIATES in *Arthritis and Common Sense* were Her-ward Witkower (left), partner in company set up to publish book, and Robert Eusworth (right), press agent who devised lecture approach that helped boom the book. They are shown with Alexander in Witkower family's Hartford store.

ARTHRITIS 'EXPERT' CONTINUED

results of the therapeutic treatment employed by the armed services." Together with the description of himself as "a medical technician who has devoted 15 years of his life to research work in this field," these statements make Alexander appear to be a well-qualified expert.

There is some truth in each statement. Alexander did study at Trinity College, where he took not a premedical, but a pre-college (high-school level), course in mathematics. He received a grade of 71 and dropped out after one semester. He also studied at Columbia for a few weeks in 1948, but dropped out before he received any grades. He has a Ph.D. degree from an obscure diploma-mill in England, which sent it to him one day in the mail. He was pleased and flattered to have it and kept it, and as a token of appreciation sent the diploma-mill a check for \$100. He did pursue his search at the Air Force General Hospital in San Antonio—he was a private first class, and the Air Force sent him to San Antonio for three months, and while he was in San Antonio he was interested in arthritis. Moreover, in a sense he was a guest of the Army and Navy General Hospital in Hot Springs, he had been corresponding with a man down there, and he had asked him a question. The man was too busy to answer the question in detail, but said that Alexander could come down and ask for himself if he wished. Alexander did, for almost a whole lay.

It did not occur to Alexander that a sharp government lawyer in a Federal Trade Commission hearing might tend to minimize these qualifications. Just before the hearings began he remarked, with the utmost sincerity and simplicity, "Well, if somebody sent you a Ph.D. in the mail, wouldn't you keep it?" He now realizes that the government lawyers are flinty fellows who take a grimly literal view of things.

The victim of a lucky break

ALEXANDER might not have got into trouble with the FTC. A might possibly have escaped its attention altogether, had it not been for a lucky—or unlucky—break a year ago. By that time more than 350,000 copies of *Arthritis and Common Sense* had been sold and the book was of course a prodigious best-seller. But it has rarely been reviewed, had never appeared on the national best-seller lists, and was unknown to the book critics and the non-arthritic public generally. Best-seller lists are based on reports of weekly sales in many cities throughout the country. Alexander's book, although it sold enormously in the city where he was lecturing or where his television film was being shown, did not meanwhile sell in other cities. Consequently it never made the lists.

This situation was corrected, in one extraordinary week, by television comedian Peter Lind Hayes, who at the time was acting as a stand-in for Arthur Godfrey on a nationally broadcast morning show. Hayes had just received a letter from his mother, who has arthritis and who thinks highly of Alexander's book. Casually he mentioned the letter and the book, and suggested that arthritis might be interested in it.

The following day Hayes mentioned the book again, remarking that he had received heavy mail concerning it. The day after that, Hayes exhibited a large stack of letters, most of which said, "Where

CONTINUED ON PAGE 79

BOSTON TO NEW YORK 231 miles...on four blown-out tires!

*New Goodyear tires made
roadside tire changes
unnecessary!*

Goodyear's new nylon Captive-Air Safety tire is a tire that actually has a spare right inside it. This latest safety development virtually frees you, your wife, and your children from the danger and inconvenience of roadside tire changing.

Here's how Captive-Air works:



Only the air in the outer chamber escapes when the tire is cut, torn or blown out. Captive-Air has its own air reserve for 100 miles or more at normal speeds.

3-T Nylon makes it possible!

Only Goodyear has the Captive-Air because only Goodyear has a tire body made with triple-tempered 3-T Nylon Cord to give you a tough first line of defense against blowouts and punctures.

The built-in spare is made of braided nylon to carry you safely and comfortably until you can stop and have the tire repaired. And all the while you drive, the two fully independent treads of the new Twin-Grip design give you up to 24% quicker stops . . . up to 24% surer starts.

The Captive-Air Safety Tire—tested and proved in Detroit—is now standard and optional equipment on some of America's finest cars.

See the amazing new nylon Captive-Air Safety tire—a tire within a tire—at your Goodyear dealer's this week. Goodyear, Akron 16, Ohio.

**MORE PEOPLE RIDE ON GOODYEAR
TIRES THAN ON ANY OTHER KIND!**

Backed by Goodyear's Lifetime Guarantee
No time limit! No mileage limit! No expiration date!



HERE
WE GO

MIL

GO

Calvert RESERVE

NOTHING FINER IN AMERICAN Taste

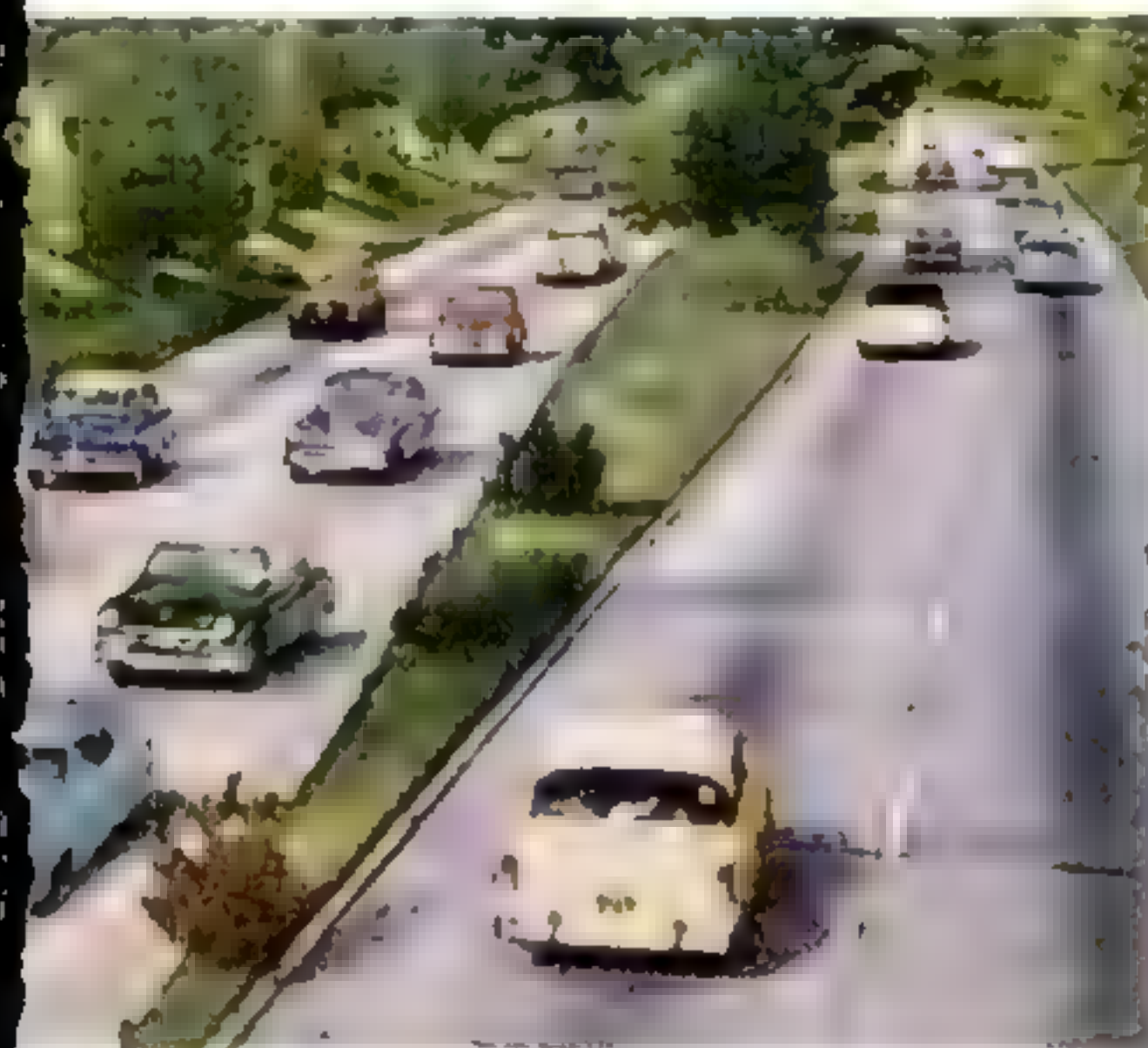
THE BEST AMERICAN TASTE. The painting "Still Life" by Alfred Maurer, renowned American artist. The whiskey - full flavored, rich, created for Americans of good taste.





A few moments ago, we blew out all four tires with a knife. Now we're moving through Boston's busy Copley Square. This sudden stop-and-start city driving is no tea party for tires . . . and remember, all four of

ours have been blown out! But the tough multi-ply nylon "inner tires" take the punishment in stride . . . make us feel certain we'll reach New York without having to stop and change a tire along the road.



We're driving on the Merritt Parkway now, and when traffic is clear we step up our gait to near the posted speed limit of 55. Are we worried? Not a bit! This double air chamber principle is backed by millions of miles of LifeGuard experience.



**231
MILES LATER!**

Back in heavy traffic again— this time in New York City's Times Square. We drove on those four blown-out Captive-Air Safety tires for more than five hours. No damage to the "inner tires"— no damage to the outer tires other than the knife cuts.

Only Goodyear has CAPTIVE-AIR...the safety tire with the built-in spare!

GOODYEAR

LifeGuard Captive-Air T M • The Goodyear Tire & Rubber Company Akron Ohio



*Shirley Simkin's lost her sleek appeal
She never stops eating from meal to meal*



*Slim Sally Hayes stays light on her feet
She makes Life Savers her 'tween meal treat*



The candy with the hole

...still only 5¢



PREPARING HIS DEFENSE, Alexander and wife Edith study legal papers answering FTC charges against him for advertising that book helps arthritis.

ARTHRITIS 'EXPERT' CONTINUED

can I buy it?" and announced that he had invited Alexander to be a guest on the program. The following week Alexander appeared for a 10-minute interview.

Booksellers throughout the country were promptly swamped with orders for *Arthritis and Common Sense*. In a single day Witkower Press received orders for 14,800 books and within a few days had urgent requests for 50,000 more. Not long afterward the book hit the best-seller lists. It ranked No. 1 last July and again in October, with total sales edging up toward 550,000.

Not long after the book reached the top of the list, the Federal Trade Commission became interested in it, and began the spadework which has now culminated in the hearings. The medical profession, for its part, has been interested in the book ever since it appeared. Some of the remarks made by physicians have been dreadfully unkind and have hurt Alexander, who likes doctors, just as he likes everyone else.

If there is an organization which can speak for the entire profession in this regard, it is the Arthritis and Rheumatism Foundation, which corresponds, in its field, to the American Cancer Society or the American Heart Association. The Arthritis and Rheumatism Foundation has 45 chapters across the nation and sponsors or financially assists research in some 276 clinics; whatever is known about arthritis, one or another of its members knows.

Harsh words from arthritis experts

WITHIN the A&R Foundation there is a medical and scientific committee which keeps close track of new developments in the field. *Arthritis and Common Sense*, says this committee in a public statement, "offers the reader completely erroneous and false information about arthritis and the rheumatic diseases. The author demonstrates little knowledge about this group of diseases or about the workings of the human body. He also ignores what science knows about anatomy, physiology, food metabolism, joint pathology, body chemistry and all else that goes into the make-up of the human being."

This is merely a clearing of the throat. The committee continues: "Research scientists have for many years carefully and diligently studied the possibility that there may be some relationship between diet and the many varied forms of arthritis. Hundreds of diets have thus undergone scientific investigation. No one diet, and this includes the diets advocated in *Arthritis and Common Sense*, has been able to arrest or cure any form of arthritis. . . .

"It is contrary to scientific knowledge to say that our joints are lubricated by oils or fats that we eat. The body's natural lubricating substances have no relationship to oils or fats, nor does the ingestion of these substances influence the production of cortisone, as set forth in *Arthritis and Common Sense*. . . . Any book that prescribes a course of treatment that has been rejected by the medical profession after many years of careful research and study is a dangerous book. . . ."

From the medical point of view, the foregoing does seem to cover the necessary ground. The committee members have a few

CONTINUED

How to solve a national shipping problem

Sam had shipments to send out all over the Nation

But was swamped by red tape and its endless vexation



Now trouble-free Sam ships throughout the U.S.

By speedy, dependable RAILWAY EXPRESS!

The big difference is



safe, swift, sure



Problem: How long would it take you to set up a shipment to all 48 states—starting right now?

Answer: Just as long as it takes to call your Railway Express Agent. He'll solve your most tangled shipping problems in a jiffy. And you'll get swift, dependable deliveries free of red tape and without added cost. Railway Express reaches some 23,000 American communities by rail and air. What's more, now you can speed shipments overseas through the new international service of Railway Express.

DOUBLE your cleaning power... and save money, too!

1. Buy **UNIVERSAL'S**
fabulous new

TURBO Jet-99

with the greatest DPAR*
of them all...
or the New **UNIVERSAL**
ALL-METAL UPRIGHT



Delivered Power at Rug

Both of these beauties are finished in
sparkling color tones — both are pow-
er-packed to get the dirt other cleaners
leave behind — quickly and easily.



2. ...and at less than
Half Price
you get this New
UNIVERSAL
FLOOR
POLISHER



Sparkling floors can now be yours with this
new, motor driven twin brush polisher.
Think of it — you get both for what you'd expect
to pay for the cleaner alone! See your nearest
Universal Dealer for complete details.

Distributed in U.S.A. by the Universal Cleaning Machine Co., Ltd.



UNIVERSAL
LANDERS, FEARY & CLARK, NEW BRITAIN, CONN.

ARTHRITIS 'EXPERT' CONTINUED

additional phrases of an informal nature which will not be printed here. Not another unkind word will be said about Alexander.

After the committee's statement, an interesting question remains: how is it that so many people, many of them intelligent and well informed, sincerely feel that Alexander's suggestions have been of great benefit to them? Mrs. Oswald Jacoby, the wife of the bridge expert, believes that Alexander's suggestions have cured her arthritis. Both she and her husband appear in Alexander's television film. The bulk of Alexander's mail, however, comes from obscure old folks who write such letters as this by the thousands: "I have been taking the cod-liver oil and orange juice for three months now, ever since you were at Edwards Store, and I am walking without my crutches, have been on them five years. . . ."

There are some explanations, as the Arthritis and Rheumatism Foundation points out. First, an untold number of the people who believe Alexander's suggestions have cured their "arthritis" never had the disease at all. In his book Alexander lists 19 "symptoms" which he honestly believes are associated with arthritis, but 18 of them in fact are not. Among them are dandruff, sterility, varicose veins, an itchy nose, buzzing ears and clammy hands. Many an elderly person, observing one or more of these "symptoms" in himself, and perhaps also having a stiff neck or a pain in the elbow, may conclude that he has arthritis. If he then buys the book, follows a healthy diet and gets some rest, he may believe that he has been miraculously cured.

Alexander's suggestions may also have "cured" some individuals who actually have arthritis. Most sufferers from osteoarthritis, for example, are elderly and somewhat overweight. If they follow a healthy reducing diet such as Alexander suggests, they will feel better. In some mild cases of osteoarthritis of the weight-bearing joints, weight reduction is all that is necessary to make all pain and inconvenience disappear.

Many individuals who suffer from rheumatoid arthritis are underweight and generally debilitated. If they follow a healthy weight-gaining diet they will feel better. Moreover, at any given time about 33% of rheumatoid arthritics are entering a natural period of remission, another 33% are entering a period of relapse, and 33% feel "about the same." Thus if one gives a treatment—any treatment at all—to a group of rheumatoid arthritics, one third of them will feel dramatic improvement, and another third, since hope springs eternal, will believe they detect a few encouraging signs. Only one third will feel worse.

No one knows how much "arthritis" has an imaginary cause, but it is thought that a great deal of it may have. Even in true arthritis, psychology plays an important part. If an arthritic really believes Alexander's suggestions will help him, so they may, temporarily.

As for cod-liver oil, it never hurt anyone.

As for Dan Dale Alexander, neither did he. All he wanted to do was to help his mother and later to help mankind, and to be well thought of. There are worse aims. It is true that he made some money on the deal, with which he hopes to open a clinic so that his ideas may have a scientific test. But there is really no problem here—by the time all the proceedings are over he may not have any money. The principal harm he seems to have done has been to give a form of arthritis to most of the nation's doctors. They have a dull, throbbing pain in the neck. The best treatment for this is to lie down and take an aspirin.



RECORD LECTURE AUDIENCE for Alexander gathered in St. Petersburg, Fla., a haven for the elderly who comprise his best market for the book. Alexander estimates he has lectured to approximately 250,000 in 95 cities.



The Feeling is great — it's Tycora®
the yarn of beauty with surprising substance and aptitude for every climate.
Now in sweaters by **Exmoor** for all the family. At the nicest stores
costing less than you expect. Sizes 3-6x, 7-14, 10-16, 34-40. Exmoor Knitwear, 1407 Broadway, N. Y. 18.



Now choose the kind of lawn best for you

Lawn research has proved the need
for three types of lawns.

The choice should depend upon
your need and the care
you plan to give

When you go out to buy your spring needs of lawn seed, you will find that Scotts research has prepared a choice of three for you — three blends, each for a different purpose. You will want one, or possibly two of these around your home. **PLAY LAWN** for sure where grass takes punishing wear from active youngsters and pets. This is Scotts *Utility Blend*.

Maybe your yard doesn't get that kind of traffic . . . then select **FAMILY LAWN** to give you a dressier lawn — one that takes normal family use in stride.

Perhaps your need is dress-up grass that's shining green, lovely in texture, jewel-like . . . then choose **PICTURE LAWN**. This is Scotts *Deluxe Blend*.

These three Scotts blends of lawn seed are now packaged for easy selection. The picture on the box tells you how to choose the exact lawn you need. Whichever blend you choose, you get the best in lawn seeds — quality that has kept Scotts famous in seeds for 86 years . . . seed that is 99.91% weed-free and warranted to grow. Sure success — **SUN OR SHADE**.

Select the seed you need at your local Scotts dealer. He has the three blends, tailored for your climate zone. 98¢, \$1.49 and \$1.98.



ADY © 1957 O M SCOTT & SONS

Family Lawn

wear resisting grasses for durability plus good looks. Thrives on poor soil or good, needs moderate care

Picture Lawn

choice grasses that make the ultimate in lawn elegance . . . the neighborhood show place

Play Lawn

quick, rugged cushion of the broader bladed grasses . . . gets along on almost any soil condition

Would you like to receive **LAWN CARE**, the reports our research department prepares 5 or 6 times a year? A postcard will bring you a free subscription, mail delivered. O M SCOTT & SONS, Plum Street, Marysville, Ohio.

ART

Images of Mortality

The stalwart figure at right, tenderly carrying a dead bird, embodies the brooding preoccupation of one of America's most powerful young sculptors. The sculptor is Leonard Baskin and his preoccupation is with death. Baskin's motives are not morbid. He aims to show in his sculpture, as he has done in his already well-known woodcuts (*Life*, Oct. 18, 1954), that death is an integral part of life which can reveal both beauty and decay, sadness and hope.

A 34-year-old art teacher at Smith College in Northampton, Mass., Baskin took up the theme of mortality in 1950 after seeing sculptured tombs abroad. Since then he has created images portraying not only physical death but death of the spirit, as in the poet laureate (p. 87). These were recently exhibited for the first time in New York and, in spite of their somber subject, most of them were sold.



ARTIST Baskin and anatomist he portrayed in woodcut (*top*) wear the same grave, earnest look.

MAN WITH DEAD BIRD is compassionate contrast of powerful human and small, helpless victim.

CONTINUED



**READY FOR
SOMETHING BETTER?**

For the lighter highball, cocktail or mixed drink...

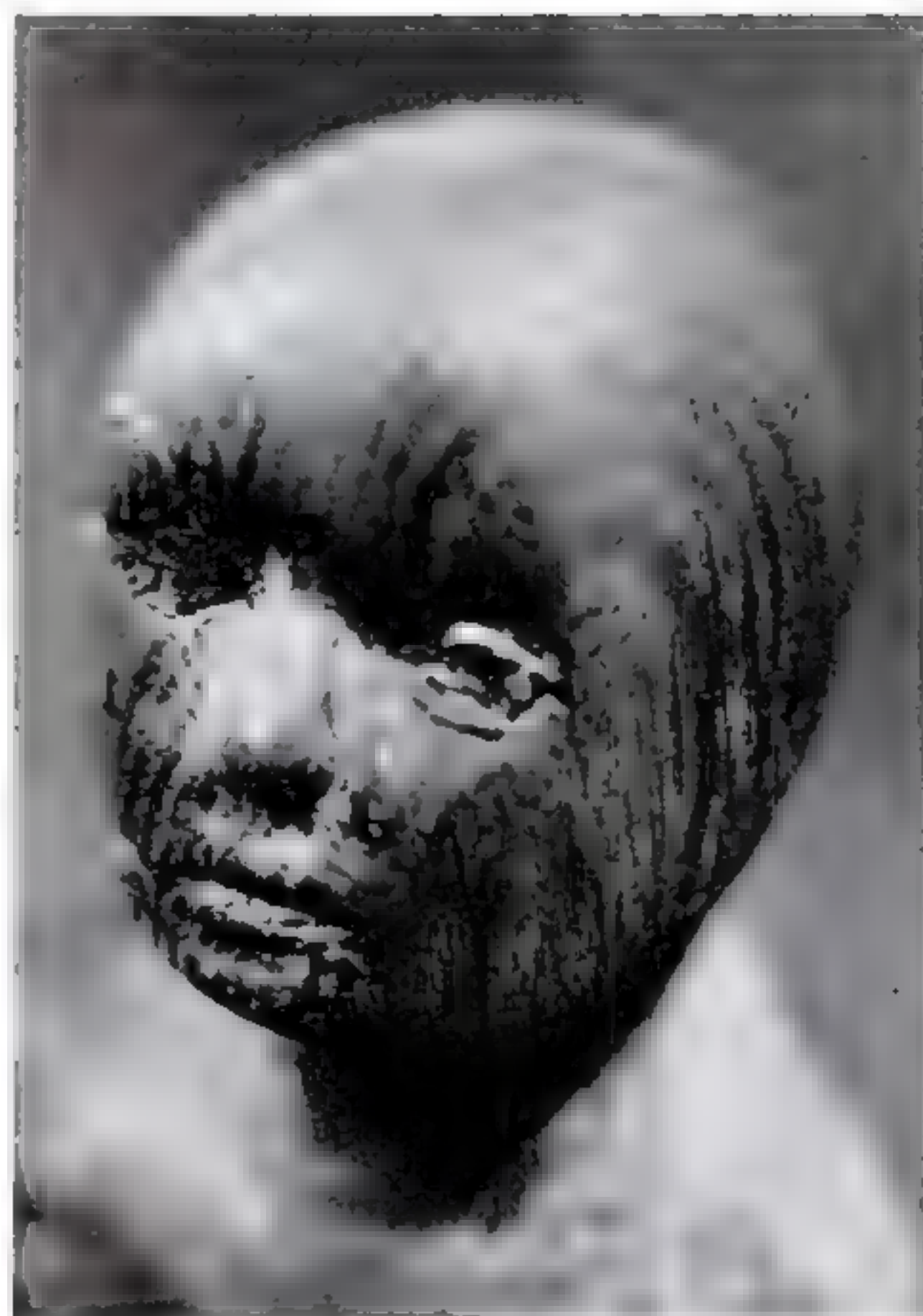
Change to **CORONET VSQ BRANDY**

...Millions have, you know!



BRANDY DIST. CO., N. Y., N. Y., CALIFORNIA GRAPE BRANDY, 84 PROOF

BASKIN CONTINUED



YOUNG BOY, an oak carving shown in detail, reveals troubled look with which Baskin conveys adolescent turmoil and fear of facing life and death.



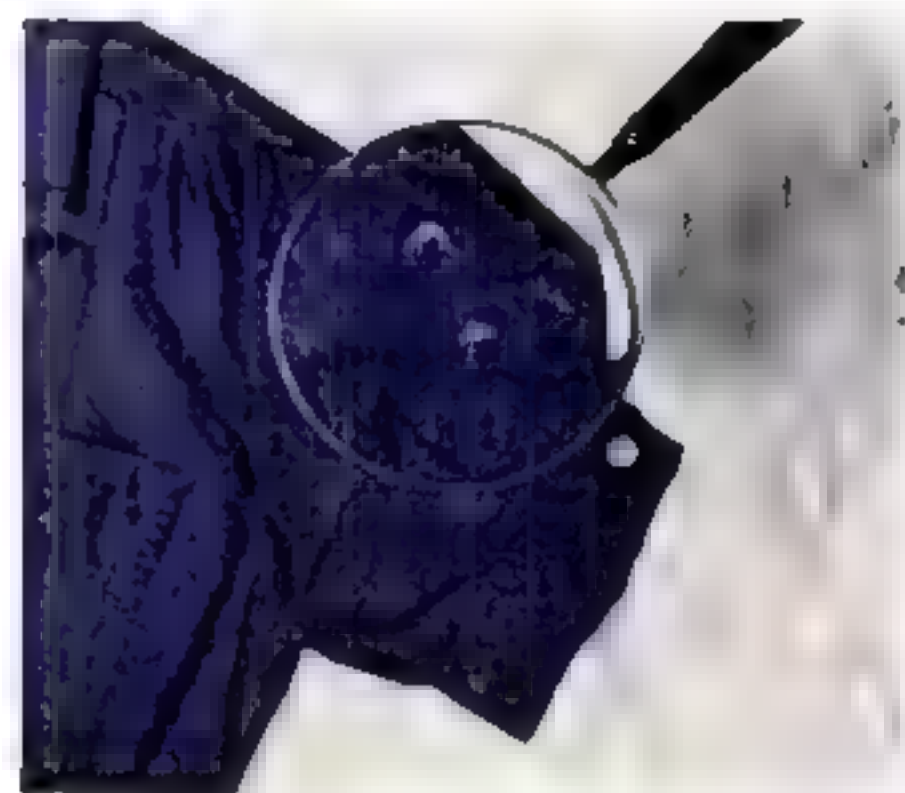
OLD MAN, also shown in detail, is bronze figure of dead man inspired by tomb effigies. Baskin gave face serene expression suggesting immortal peace.

CONTINUED

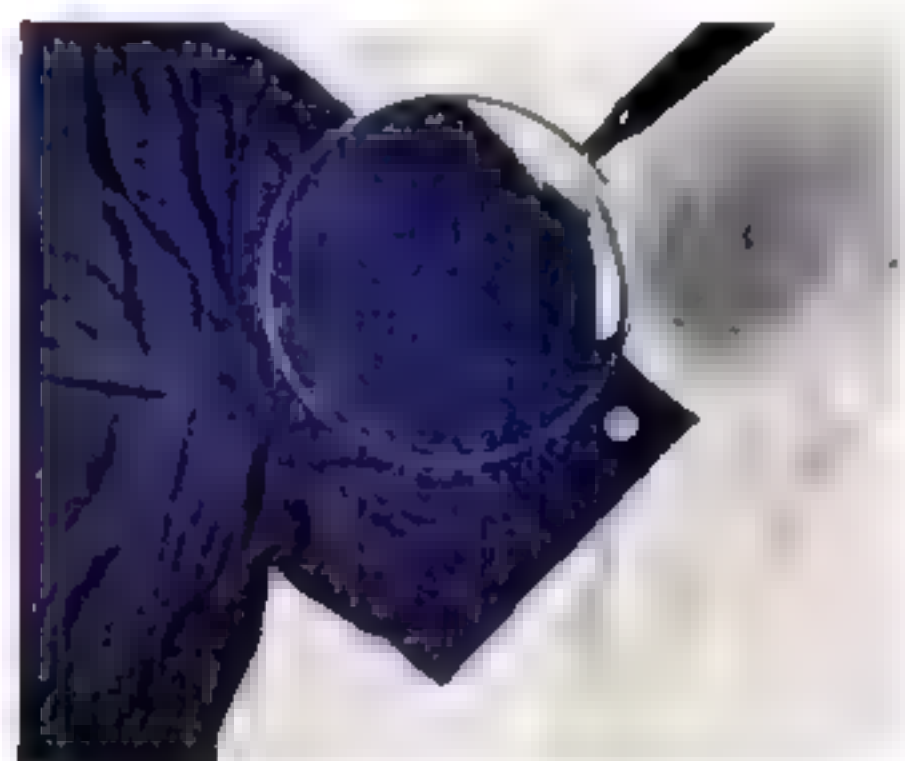
Filters Wash Water... No Lint Fuzz on Clothes



Removable filter—easy to clean. Fits into place after clothes are placed in washer; slips out after wash is over for easy cleaning. The filter catches lint as water flows through, cleaning and recleaning it to give you cleaner clothes! A full tub of water is filtered five times during one wash cycle. Also use the filter to dispense your detergent evenly dissolved through the wash.



Not the "linty water" way. After 7 washings this cotton blouse was dulled by lint fuzz in an ordinary washer. Unsightly lint is hard to brush off dark clothes; gets stuck in seams, too.



But the "clean water" way. After 7 washings in a General Electric Filter-Flo Washer, an identical cotton blouse washed in an identical washload showed *practically no lint*.

NEW GENERAL ELECTRIC FILTER-FLO® WASHER

cleans and recleans wash water at the rate of 6 gallons a minute

Good-bye lint-spoiled washes! With the new General Electric Filter-Flo Washing System, lint is caught in the filter—not on your socks, linens and cottons. Sand and soap scum are removed automatically.

As you wash, this famous washer circulates and filters the wash water continuously without wasting water or detergent!

Clothes come out really bright and clean!

2 wash speeds . . . 2 spin speeds—to suit all types of fabrics. You can select either Normal or Slow Activator® Washing Speeds . . . with Normal or Slow Spin Speeds . . . in any combination. So flexible, it lets you wash

everything just right. Nylon blouses without setting wrinkles. "Fragiles" without fraying. Blankets without "felting." You'll save so much hand washing.

3-way water saving—Water Saver Control saves up to 20 gallons on small loads. Choice of Warm or Cold Water Rinses. And General Electric's optional Automatic Suds Return System (slightly higher) sets aside hot sudsy *filtered* water for a second wash. Over 50% more clothes capacity than in many automatics. Five-year written warranty on transmission.

General Electric Company, Appliance Park, Louisville 1, Kentucky.



Straight-line beauty! Fingertip Selectors let you preset wash speeds, temperature, water saving. Filter-Flo Washer, about \$3.35 weekly.* Matching Automatic Dryer, about \$2.70 weekly.* 36 months to pay on pair. Mix-or-Match Colors. Also white. See your dealer.

*After small down payment. See your dealer for his prices and terms. Most models available in Canada.



Progress Is Our Most Important Product

GENERAL  ELECTRIC

Naturally American . . . Naturally Arrow



Styled to wear together—Shirts, \$5.00; Silk and Rayon Ties, \$2.50; Hdkf., \$.75

We've given these shirts an accent that's strictly American. Subtle check, stripe or solid in your choice of soft spring colorings . . . this Arrow *Travel Trio* is perfect company for any suit. From their selection of smartly cut collars to the last exacting stitch, these shirts tell the world of their fine Arrow tailoring. (Certainly, too, of your good taste.) "Sanforized"—labeled of course, to insure lasting fit.

ARROW — first in fashion

Cluett, Peabody & Co., Inc.



DEAD POET in a shroud is Baskin's portrayal of English Poet John Donne who, shortly before he died in 1631, had himself painted in a winding cloth.



DECADENT POET, wearing wreath of poet laureate, is visualized by Baskin as a gross figure without integrity, smugly content with his official position.



Keepsake
DIAMOND RINGS

"...and it's a Keepsake!"

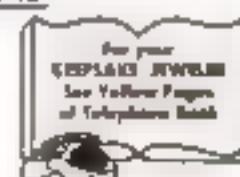
Beautiful perfect and everlasting This love you share and the Keepsake you wear

Now - and forever - the perfect symbol of love is a Keepsake, the engagement ring with the perfect center diamond. For only a diamond of such flawless quality, fine color and precise cut can reflect maximum brilliance and beauty for your everlasting pride and satisfaction.

The name "Keepsake" in the ring and the Keepsake Certificate signed by your jeweler are your protection against an unwise choice, your assurance of a diamond of finest quality. Choose with confidence from many exquisite styles fashioned by America's foremost ring designers. From \$100 to \$10,000.

SOLD ONLY AT AUTHORIZED KEEPSAKE JEWELERS

- | | |
|--|-------|
| A. JULIET Ring | \$575 |
| Also 500 to 2475 | |
| Wedding Ring | 175 |
| B. BEAUFORT Ring | \$400 |
| Wedding Ring | 125 |
| C. KENNAN Ring | \$150 |
| Wedding Ring | 75 |
| D. VISTA Ring | \$250 |
| Also 100 to 2475 | |
| Wedding Ring | 125 |
| ★ Men's Diamond Ring | \$100 |
| Available in 75 to 250 in mark all engagement rings. | |
| All rings available in either natural or white gold. Prices include Federal Tax. Rings enlarged to show details. | |
| ©Trade-mark registered. | |



KEEPSAKE DIAMOND RINGS 1 3 57-B
SYRACUSE 2, NEW YORK

Please send booklets, "The Etiquette of the Engagement and Wedding" and "Choosing Your Diamond Ring." Also 44-page "Bride's Keepsake Book" gift offer and the name of nearest Keepsake Jeweler. I enclose 10c for mailing costs.

Name _____
Address _____
City and State _____





IN NEW GUINEA THREE NATIVE BOYS GATHER FOR NATURALIST GILLIARD THE STIFF, COMPLICATED FOUR-WALLED STRUCTURES THE BOWERBIRDS BUILD

The Strangest Birds in the World

BOWERBIRDS BUILD ELABORATE STRUCTURES FOR COURTING

Painted for LIFE by JOSEPH SIBAL

In the tangled, damp mountain forests of New Guinea and Australia, and on the adjoining grasslands beyond them, live the strangest birds in the world—the bower builders, comparatively drab relatives of the gaudy birds of paradise. Each year near courtship time a male constructs an ornate bower in which he conducts his courtship. The basis of the bower is a mat of twigs, moss or ferns built on the earth. This is usually extended by walls or towers and decorated with colored shells and stones, insect skeletons, bits of leaves and rosins. The decoration becomes fantastically ornate among some species and others even use a tool to paint their bowers with berry juice.

Long a fascinating puzzle to naturalists, the behavior of the bowerbirds has now become of even greater interest through a radical theory put forth by an ornithologist named E. Thomas Gilliard. Until this year scientists believed the bowerbirds were a separate family from the lavishly colored birds of paradise and, on the basis of their simpler appearance and structure, were considered a more primitive family. The bowerbirds that built the most elaborate bowers were the drabdest of the family and were called among the most primitive of all.

But Gilliard, who is on the staff of the American Museum of Natural History and has made

five expeditions to New Guinea to study these birds at first hand, has an entirely new theory which is now being dramatized by an exhibit in the museum. On the basis of his own observations and the work of other naturalists, Gilliard concludes that the drabdest-looking bowerbirds are actually the most advanced and that their behavior rather than their structure should be the yardstick of evolution. Originally, Gilliard explains, they conducted a courtship display of plumage in treetops as do

most birds of paradise and other birds. But gradually they moved their display closer and closer to the ground and took to building bowers, like those on the opposite page. The birds' behavior modified their physical characteristics. As bowers grew more elaborate (*following pages*), feathers grew plainer—a bright bower providing a good substitute for bright plumage in attracting a female and far less of a liability on the ground.

The ornateness of the bowers, the endless variety of colorful objects that the birds gather for decoration and their unparalleled ability to paint suggest a form of behavior which is unknown elsewhere below the level of humans. In spite of their primitive appearance, Gilliard believes, some of the bowerbirds are by far the most advanced of all in the bird world.



GILLIARD MAKES PET OF NEW GUINEA COCKATOO



BEGINNINGS OF BOWER BUILDING are exhibited by Pennant's six-wired bird of paradise (*right*), who clears the ground for display, and by the magnificent bird of paradise (*left*), who makes a clearing around a sapling, snips leaves

off trees overhead and then disports in the sunlight before female. This behavior indicates that some birds of paradise may be changing from treetop to ground courtship and following the same line of evolution taken by the bowerbirds.

CONTINUED



COMMON LORY
FOREST RHIPIDURA

FLAME CRESTED BOWERBIRD (MALE)
FLAME-CRESTED BOWERBIRD (MALE)
FLAME-CRESTED BOWERBIRD (FEMALE)

GREEN CATBIRD
MOUNTAIN SICKLE-BILLED BIRD OF PARADISE
GIANT FLOWER-PECKER

MAYPOLE BUILDERS AND THEIR FESTIVE BOWERS

In the high New Guinea mountains a convolution of forest birds looks down on the activities of a group of bowerbirds, the maypole builders (each located above by the position of its name beneath the painting). One of the most primitive of all the maypole builders is the flame-crested bowerbird (left), whose orange plume still preserves in modern form the ancestral elegance that flowered to produce the brightly colored relatives, the birds of paradise. Because of his fine feathers, the flame-crested male can exert his attraction for the female merely by displaying himself before her. But the species enhances this display of plumage with a bower. Each spring the flame-crested birds begin their rudimentary bowers by clearing a circular space on the forest floor around a small sapling, and

FOLD OUT—DO NOT TEAR



SULPHUR-CRESTED COCKATOOS

REGENT BOWERBIRD (MALE)

NEWTON'S BOWERBIRD

REGENT BOWERBIRD (FEMALE)

LOVELY WRENS

AVENUE-BUILDERS AND THEIR INTRICATE RITUALS

The complicated courtship of the maypole builders, the search for ornaments to decorate the bowers and for twigs to embellish them, is carried to another ornate extreme by a branch of the bowerbird family called the avenue-builders. Moving out to the edge of the New Guinea and Australian forests, and into the grasslands beyond, they adopted new materials and new ornaments and evolved a completely different type of bower. Instead of entwining sticks into maypole ornaments, they form long rectangular mats from them. To these they add parallel walls formed by twigs thrust into the mats. These walls give their mating ground the appearance of an avenue. Pounds of attractive ornaments are gathered for decoration, and some birds spend up to half a year embellishing and



BELFORD'S VARIABLE HONEY-EATER

CRESTLESS BOWERBIRD (MALE)

KING OF SAXONY BIRD OF PARADISE

RIBBON-TAILED BIRD OF PARADISE (FEMALE)

CRESTLESS BOWERBIRD (FEMALE)

which the crestless bowerbird arranges in neat piles on the lawn. As the flowers fade, he replenishes them with fresh ones and disports himself in the bower by dancing and weaving while holding one of his carefully collected, colorful objects in his bill, usually one of the flowers he has picked in the forest.

Because the courtship gestures of a male bowerbird include not only dancing but a remarkable display of ventriloquism, in which they tirelessly imitate the song and calls of many of the forest birds, the singing attracts an excited mob of feathered spectators to the scene of any courtship in the New Guinea forest. Their relatives, the birds of paradise, display their plumage in the branches above the bowers, and smaller

birds fly agitatedly about the trees. This gathering of small spectators may reveal the location of the bower to any nearby predator, but it also provides the scene with an audience of bird life that is quick to warn of any approaching danger which may threaten the courting pair.

Attracted by the ornamentation of the male's bower and the antics of his builder, the female finally enters and the pair mate. Then she promptly abandons the bower and flies off to build her nest elsewhere and to raise her young in solitude. The bowerbirds mate only once each season, and, after mating, the male continues to tend his bower for weeks on end, still displaying the many colorful objects he has so carefully collected throughout the spring and the while remaining faithful to his chosen mate.



RIBBON-TAILED BIRD OF PARADISE (MALE) BLUE BIRD OF PARADISE (MALE) BLUE BIRD OF PARADISE (FEMALE) MAGNIFICENT BIRD OF PARADISE (FEMALE)
SHORT-CRESTED BOWERBIRD (FEMALE) SHORT-CRESTED BOWERBIRD (MALE) MAGNIFICENT BIRD OF PARADISE (MALE)
CRESTLESS BOWERBIRD (MALE)

For courting two females, he has built up a tree. When the law is complete, he goes about the nest for food, which he will then use to build the two parts of the sapling to form a platform, often reaching into the canopy. The male flies about the platform, showing off his feathers and his bower to stimulate the female.

A more fully developed male is the short-crested bowerbird (right), which builds a more complex bower, sometimes as high as 10 feet. The female, however, because this bird varies so greatly in color, it can have little value in the bower. The male will probably vary as

the species continues its evolution. The short-crested male is dependent on his bower and its ornaments to excite his mate, and his bower is correspondingly more elaborate than that of his kin-crested relative. In addition to the law and maypole, the male adds a small top of twigs to the top of the sapling and scatters about on the law a few colorful flowers and such which he gathers in the forest.

The roughly sketched in drabness is the crestless bowerbird (right), whose plumage has become virtually drab and from that of the female and whose bower has grown increasingly crude to take the place of colorful feathers. Besides constructing a top and foraging for blossoms, the male gathers up insect skeletons, shells, seeds and various bits of



COMMON GOSHAWK

COMMON GOSHAWK
SATIN BOWERBIRD (MALE) SATIN BOWERBIRD (FEMALE)

SCRUB TURKEY

refining their bowers. So intricate has the courtship of three species of these birds become that it requires an almost human skill—painting the bowers. The birds mix their pigments by chewing colored berries and charcoal and then apply the mixture with their bills. At the peak of courtship two of the species hunt out porous bark or vegetable matter and use them like paintbrushes to apply pigment to their thickets.

Not only do the avenue-builders adorn their walled enclosures with colored objects and colorful paint, but they orient them with a keen instinct for the advantages offered by the sunlight which falls on the grasslands in which they live. Parallel walls run north and south, with the main displaying area just outside the northern doorway. In the southern

hemisphere of New Guinea and Australia, the sun falls there all day long to illuminate the parade grounds of the male birds.

The most brightly colored and simplest architect among the avenue-builders is a species called the regent (*left*). Perched above it is the colorful Newton's bowerbird, the only representative of the maypole-builders found among Australia's avenue-builders. The regent makes a pair of parallel walls by forcing sticks and stiff grass into his mat of twigs. The attractiveness of the bower is increased by a few shells and colored pebbles which the male gathers for his avenue.

Of similar construction is the bower of the less-colorful satin. Like the other males in the bowerbird family, he postures, preens and parades



GREATER BIRD OF PARADISE RACQUET-TAILED KINGFISHER

LAUTERBACH'S BOWERBIRD (FEMALE)

LESSER BIRD OF PARADISE

LAUTERBACH'S BOWERBIRD (MALE)

for weeks on end, marching up and down within his alley. During these incessant maneuvers the female shows only an occasional interest by perching for a moment on a nearby branch. When she does the male picks up one colored object after another which he flashes in his bill to attract her attention. Finally the female enters the bower where, after a courtship fight, shown in this painting, the birds mate.

Lauterbach's bowerbird is the least colorful of the avenue builders, and his bower is correspondingly more elaborate (right). After completing one pair of parallel walls he adds a third wall in front of them and a fourth behind. Frequently over 3,000 sticks are required to build the bower and the resulting structure is so rigid it can be lifted up and

carried off like an orange crate. Equal attention is paid to the ornamentation. Up to 1,000 stones are gathered to decorate the bower and the bird piles them neatly against the walls. To further lure the female, the male adds colorful berries to the bower each day.

After the mating of the avenue-builders which, like that of the may-pole builders, attracts the other grassland inhabitants, the females seek a secluded spot to build their nests and hatch their young. The males, meanwhile, continue to disport themselves in the bowers for many hours each day, keeping them clean and replenishing them with berries. Ultimately the female returns with her fledglings, and the family joins gathering flocks of bowerbirds to fly to better feeding grounds for the winter.



ANTICS OF AN ABJECT COURTSHIP

Odd even among the ritualistic bowerbirds is Sanford's golden-crested bowerbird. The male makes a mat of ferns which he curtains off with ferns and bamboo streamers. Then he decorates the mat with piles of shells, insect skeletons, bits of resin and berries which he moves about during the day so that streams of sunlight play on his offerings. When the female appears, the male grovels on the ground, convulsively chewing a strand of vine and uttering charming court notes. This abject behavior

apparently excites the female, who thrashes him violently with her wings. The spectacle attracts other birds, like the whistler and warbler (lower left), Loria's bird of paradise (top left), two nochi-breasted birds of paradise and a shield-necked bird of paradise (top right), a honey-eater and boubler (right center). After mating, the male's service articles change completely, and he bobs about alertly in the bower, rearranging the disheveled piles of ornaments which his courting left completely disorganized.



Now from Sylvania Treasure Chest Photo File

\$3⁰⁰ value for \$1⁰⁰

Handsome Chest in ebony-colored plastic has antique brass trim. Holds over 200 snapshots up to 5½ x 5 inches! Handy for jewelry, cigarettes, desk file, a hundred other uses in home or office. Just send in a coupon from a Press 25 or Press 25B, Bantam 8, M-2 or M-2B Sylvania flashbulb pack plus \$1.00 and it's *yours*. You also get 6 tabbed dividers and a handy booklet on flash photography.

P.S.: Camera shown is an Argus C-54



Press 25 flashbulbs by Sylvania make it even easier to take pictures indoors than outdoors because they always give a *measured* amount of light. No worry about the weather. Just aim and press the button—catch that cute pose every time.



Keep the Press 25's handy! Best rule for getting wonderful pictures is to take *lots* of them. Then you're sure to get some real stoppers. Always keep camera and flashbulbs out where you can get them whenever you spot a picture coming up.



Press 25's by Sylvania are all-purpose flashbulbs—give just the right light for pictures from 6 feet to 25 feet. They give quick light, too—so you can stop fast action. They're first choice with amateurs and professionals alike!

SYLVANIA outsells all other brands of flashbulbs

SYLVANIA ELECTRIC PRODUCTS INC., 1740 Broadway, New York 19, N.Y.
LIGHTING • RADIO • ELECTRONICS • TELEVISION • ATOMIC ENERGY

Really new taste discovery!



IMPERIAL-REG U. S. PAT. OFF.

imperial has real natural taste!

The instant you taste it, you *know*. Imperial has *real natural taste*. And natural aroma, too. On toast or muffins, melting over hot vegetables—any way you use it, Lever Brothers Company guarantees *complete* satisfaction (or your purchase price refunded). Imperial costs a little more, but adds so *much* more to your enjoyment of good food. Serve Imperial—always in good taste.

P.S. To keep it fresh, always keep it refrigerated.



THE WARRIOR AND THE NUN

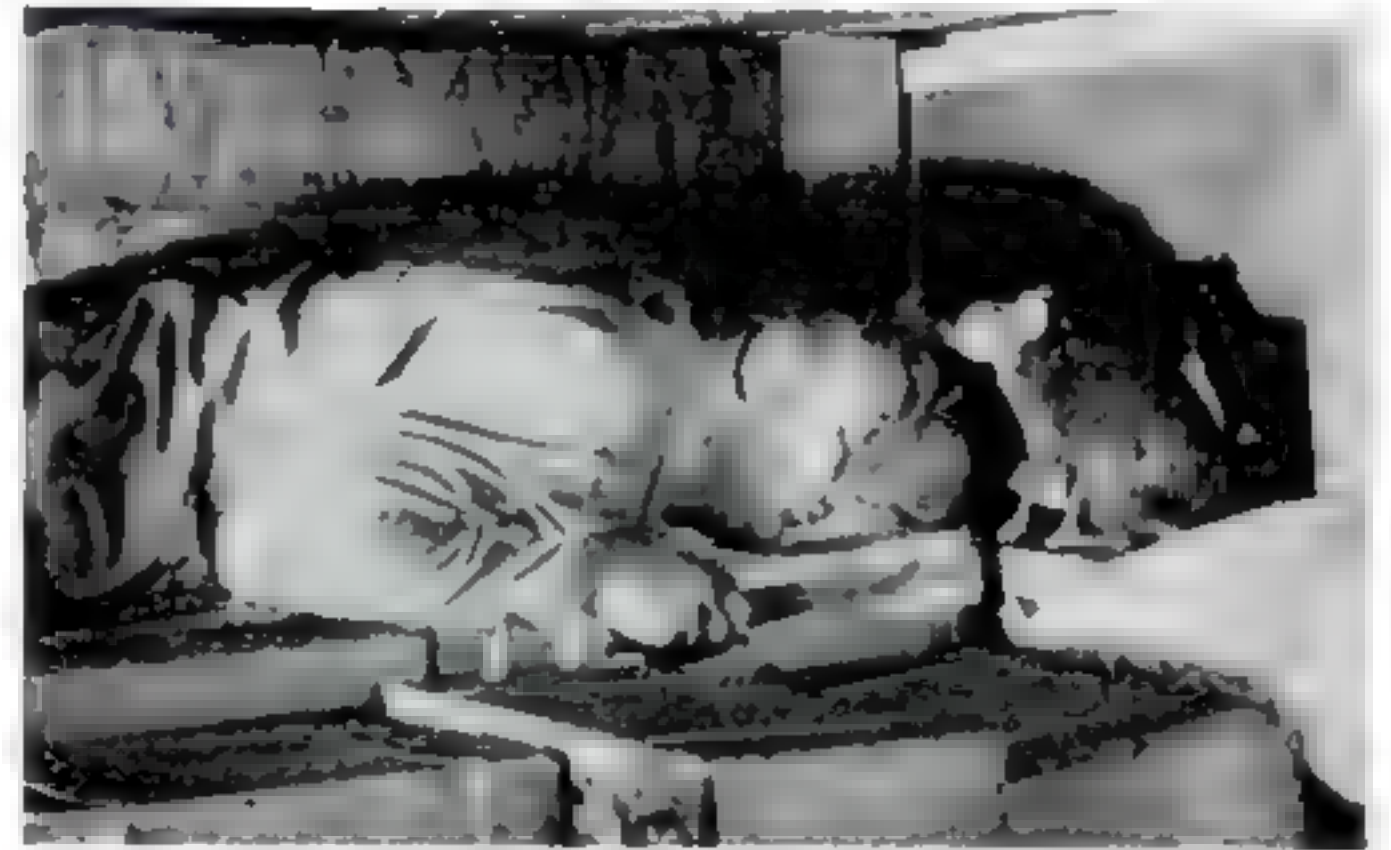
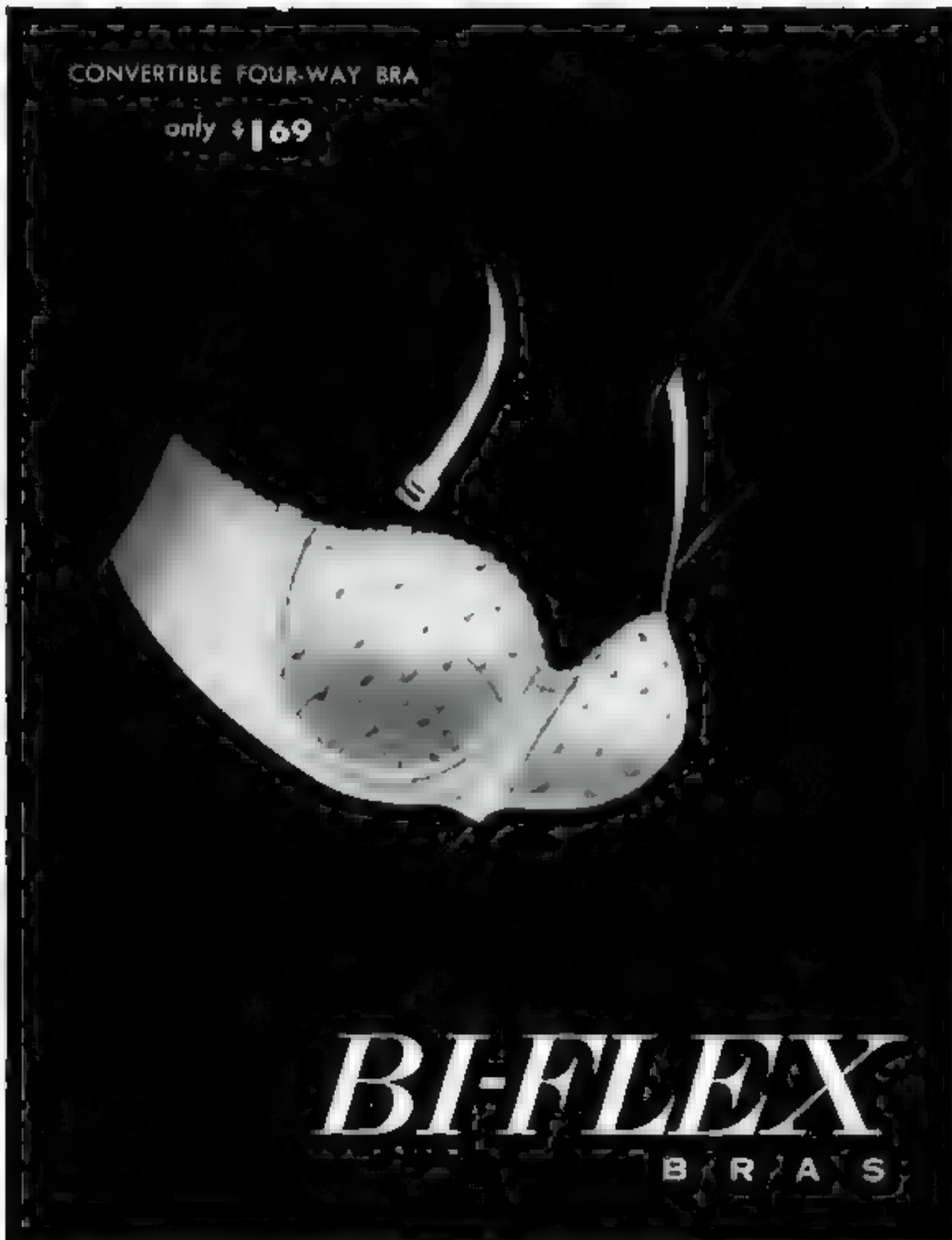


HALF DROWNED AFTER A TITANIC BATTLE WITH A TURTLE, CORPORAL ALLISON (ROBERT MITCHUM) IS SAVED FROM SEA BY SISTER ANGELA-(DEBORAH KERR)

Two castaways act out a tender story in 'Heaven Knows, Mr. Allison'

The theme of *Heaven Knows, Mr. Allison* is tricky and delicate. The hero is a tough Marine and the heroine a nun who has not yet taken her final vows. By hazard of war they meet in 1944 as castaways on a South Pacific atoll where their strange and tender story unfolds. With sure-handed direction by John Huston, who did the film for 20th Century-Fox, and first-rate performances by Deborah Kerr and Robert Mitchum, *Heaven Knows* avoids all the pitfalls the theme presents and emerges as a sensitive and attractive movie.

For the nun and Marine there are happy Robinson Crusoe moments, climbing coconut trees and building a raft, terrifying moments when the Marine is all but drowned on a turtle hunt and fear-filled days when the Japanese come and the two live in a cave, raiding the enemy by night for food. A deep affection grows between them, acknowledged only in one awkward moment when he begs her not to take her last vows. But each remains true to his nature—he always the hard fighting man and she the steadfast nun forever.



HIDING ON SHELVES of a Japanese storehouse while the enemy soldiers play game just below him, the rigid, silent Marine is pestered by a giant rat.



OUT OF THEIR CAVE come the Marine and the nun as American bombing planes strike at the Japanese camp. They cheer although bombs fall close.



IN MOMENT OF TRIUMPH the Marine and nun link arms and dance about after they have scouted the Japanese camp and discovered the enemy has fled.

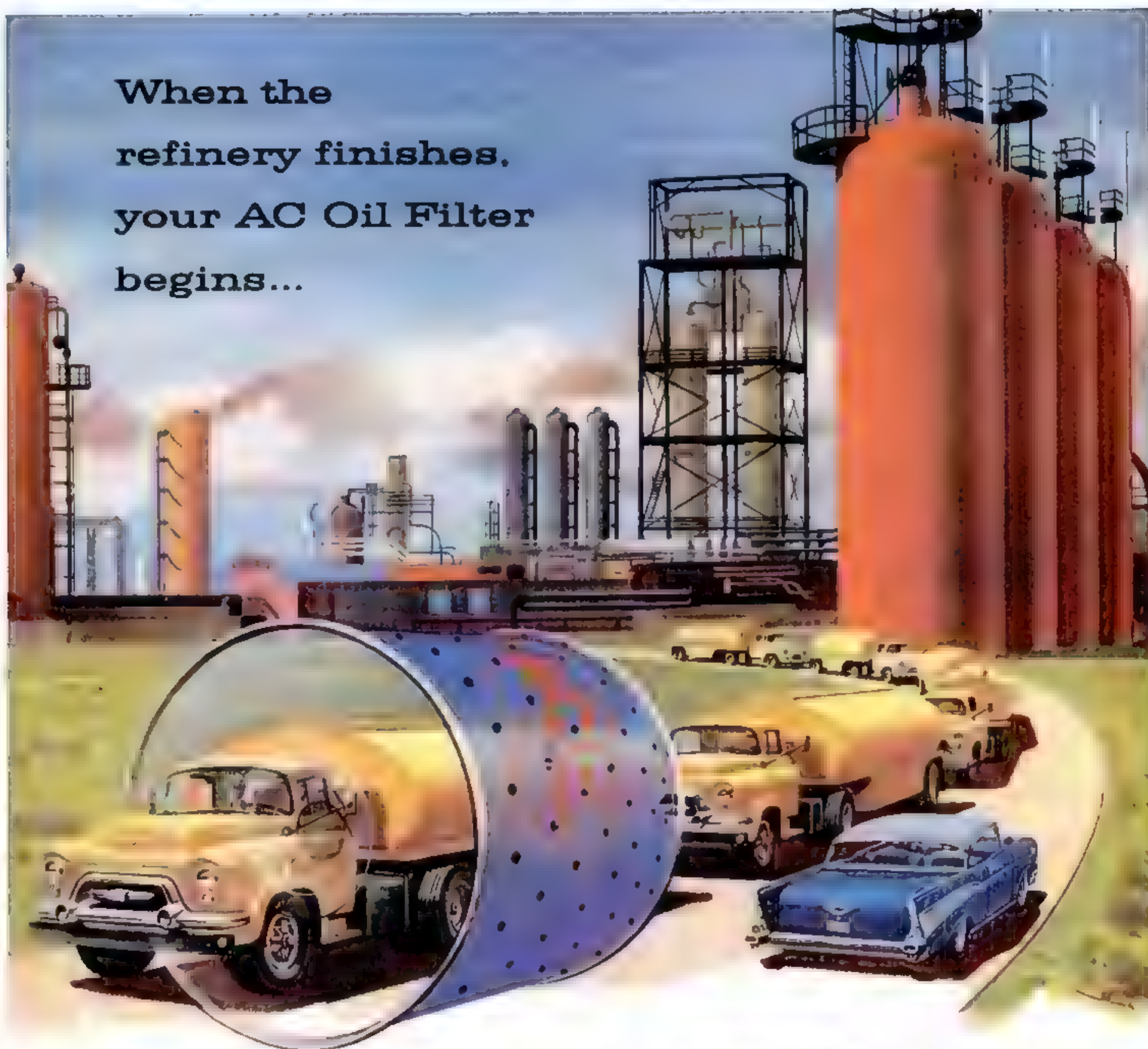
Make a date with
MURIEL
the light cigar

Muriel completes the picture for pure smoking enjoyment. It's the cigar made light to smoke easy, taste rich, never heavy. Make Muriel the light of your every day

Never heavy to your taste!

MURIEL CIGARS 10¢ EACH

When the
refinery finishes,
your AC Oil Filter
begins...



...cleaning 36,000 gallons
of oil every 5,000 miles!

Change your

AC

**OIL
FILTER**
every
5,000 miles



Watch WIDE WIDE WORLD—NBC-TV

An almost unbelievable volume of oil recirculates through your AC Full-Flow Oil Filter in 5,000 miles of driving—as much as 36,000 gallons.

Your oil filter is faced with the job of cleaning that vast quantity of oil in six months or less of average driving . . . a full six quarts for every 30 seconds at normal speeds.

That's why it's so important for you to change your AC Oil Filter regularly. A fresh AC Filter takes out dirt and bits of metal as small as 1/100,000 of an inch. It keeps your oil clean and on the job . . . protects the vital engine parts in your car from the damage dirt can do.

When you change your oil, check the mileage since your last filter change. For your engine's sake, change to a new AC Oil Filter at least every six months or every 5,000 miles your car is driven.

AC SPARK PLUG



THE ELECTRONICS DIVISION OF GENERAL MOTORS



New Old Fashioned Cocktail is made with Imported O.F.C.—the Old Fine Canadian by Schenley. The world sends nothing finer to America. You'll enjoy its lighter, smoother flavor!



Hot 'n' Hearty Hors d'Oeuvres warm up a cold-weather party. Offer guests a selection: cocktail hamburgers and franks, or butterfly shrimp and lobster chunks, served in twin chafing dishes.

Tonight's smartest parties will start with

Elegance

by **Schenley**

Begin on an elegant note...fine crystal and china...appetizing hors d'oeuvres, and a variety of Schenley whiskies and gins...elegantly served. If it's not your party, we hope you're invited.



Martini Connoisseurs! The most distinctive new martini is made with Schenley Golden Age Gin (Process "G-24" makes it golden smooth...naturally dry). Add black olive and call it "The Golden Cyclops."



Elegance on Wheels. Serve drinks in your living room. Offer your collection of famous Schenley liquors on an elegant bar cart. Invite guests to mix their own...or mix the drinks yourself without dropping the conversation.



Elegance graces each product that bears the name Schenley

SCHENLEY DISTILLERS CO., N. Y. C.



IMPORTED OF C. CANADIAN WHISKY. A BLEND. SIX YEARS OLD. 86° PROOF. SCHENLEY RESERVE. BLENDED WHISKY, 86° PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY 60. DEM. AGE. 60° STILLED FROM 90% GRAIN NEUTRAL SPIRITS, 90° PROOF.

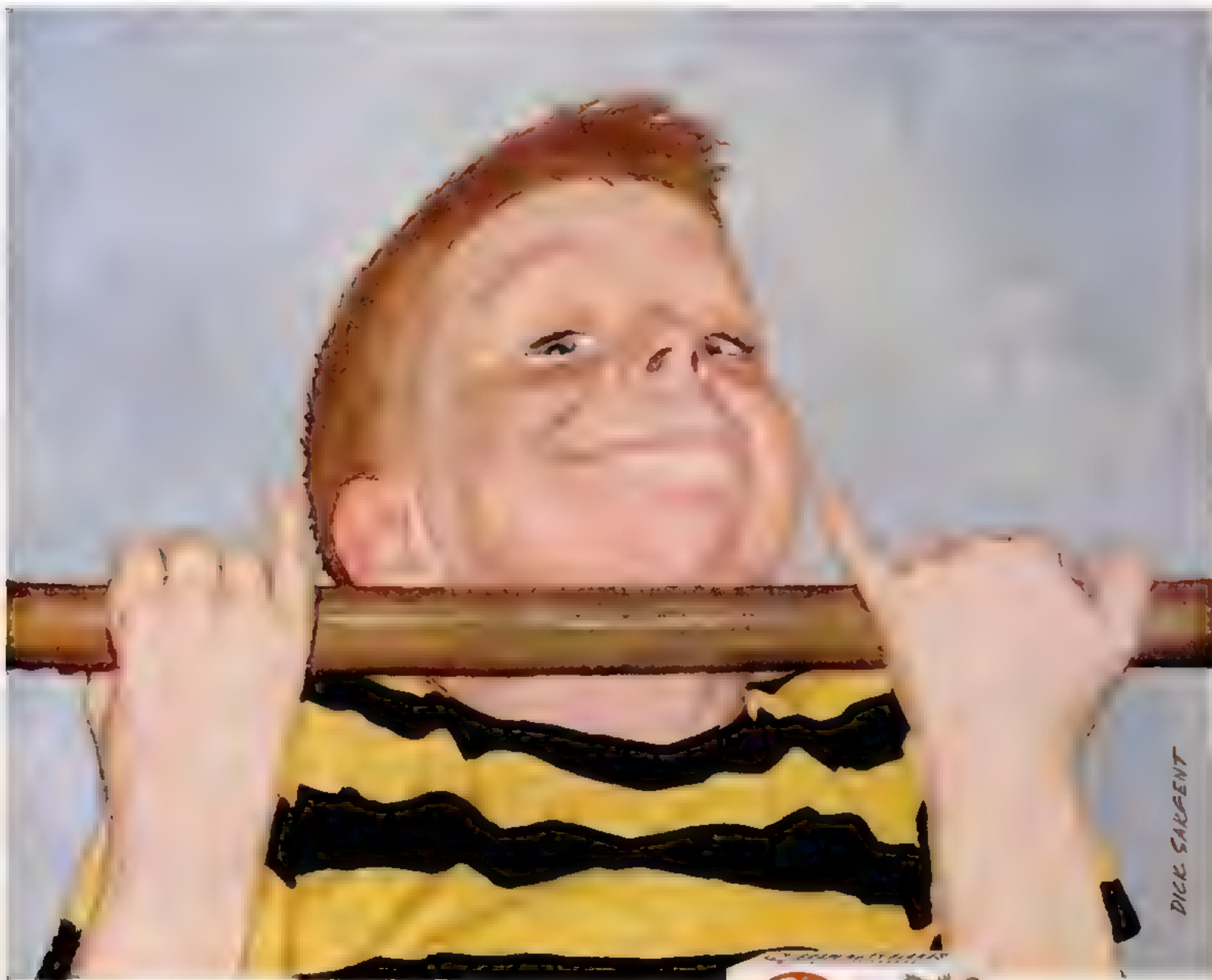
See what you buy...Schenley is *clearly finer* in the bottle...clearly finer to your taste!

“Any cereal gives a guy
muscles...as long as it's
Post Grape-Nuts Flakes”

NO WONDER, IT'S THE TRAINING-TABLE CEREAL!

Now, we don't say cereal alone can really make champions—but we do know that Post Grape-Nuts Flakes score high when it comes to building healthy bodies.

And these new-flavored, whole wheat flakes are the *sweetest* and the *crispiest* in the league.

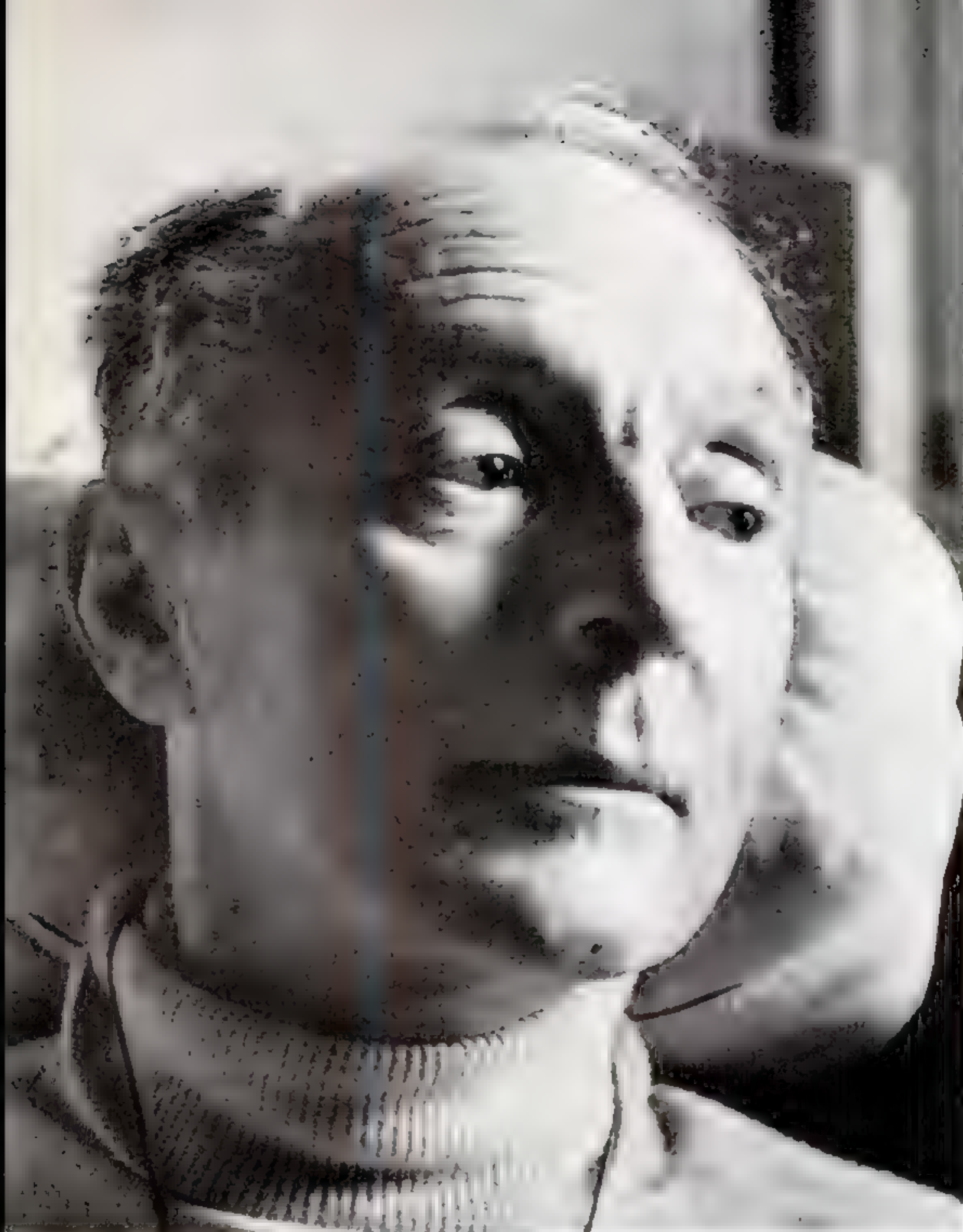


DICK SARGENT

ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER



The Breakfast Foods of General Foods



PROPPED up in a chair in his study, Joyce Cary, though now almost totally paralyzed, still talks with visitors of the functions of art, writing, criticism, religion and life.

"When a critic gets old he's apt to say, 'The novel is dead.' Every time a great novelist dies—Dickens, James, Conrad—they are described as 'the last of the giants.' It only means that the critic is dead, or has stopped reading new novels. But the hatred of academic critics for any original art is an old tale. The greater the art, the greater the hatred. It is based on fear—that the old standards will be upset. And new art is meant to upset, to break the crust and get at the real feelings inside. But to have your crust cracked after a certain age is dangerous—your essence may leak. You may be left empty of any opinions at all!"

A Valedictory of a Great Writer

UNDAUNTED BY PARALYSIS, JOYCE CARY WORKS TO THE END

EVERYTHING that lives is holy," said Gulley Jimson in *The Horse's Mouth*. Joyce Cary's best-selling novel of 1944, "life delights in life." Neither Jimson nor a dozen other ebullient Cary characters, whom critics have hailed for restocking English literature with a sense of human joy, loves life more than Cary himself. And never more so than today. In spite of a creeping paralysis which has left him almost totally immobile, Cary is determined to continue to the end (which could be a matter of months) the writing that has made him one of the half-dozen finest living novelists. He broke into his routine recently to allow the pictures on these pages to be made.

Cary was born in Londonderry of an Anglo-Irish family and educated in England. In 1920 after eight years of war, wounds and a stretch in the African colonial service, he settled down with his wife in Oxford to write. A dozen more years

CONTINUED

CARY CONTINUED

and four sons later, he published his first book. It was completely unsuccessful. But Cary doggedly kept on writing and in the 1940s his trilogy of novels, *Herself Surprised*, *To Be A Pilgrim* and *The Horse's Mouth*, established him securely.

Now 68, a perpetual nonconformist, Cary refuses to share fellow writers' gloom about the electronic age: "Television may cut down the sale of tripe, but I even doubt that. There are always people who will read anything, like Charles Lamb. I knew a man who loved to read the telephone directory. He said every name was as good as a book and when you added the addresses you had pure melodrama."

Cary, who is now working, whenever he is able, on a new novel which has a religious background, is almost matter-of-fact about his own imminent death: "I'm still alive and I can still work, and I might be dead, you know. I don't think I'm going to die tomorrow. But please just don't be sentimental about it."



CARY's faithful callers are the Davin girls—daughters of a neighbor. Above: Anna Davin, 16, greets Cary with a kiss and "How are you, Joyce, dear?" as sister Brigid stands in doorway. At right: Anna, Delia, 12, Brigid, 11, enjoy visit with Cary, who used to go to their house for Wednesday and Sunday tea.

"We are very old friends. They elected me god-papa. I told them a serial story over the years. One episode made Delia an Indian goddess with six tigers and a huge shield. But the one they liked best was about the man who was a bigamist 11 times. They tell me stories sometimes, but none of them is any good."



BENEATH rope he uses to support arms when writing, Cary sits near family portraits he painted

"This was my original study, but when the boys outgrew the nursery I

moved and it's made a nice sitting room for my wife. [Mrs. Cary died in 1949.] That's my son Foxstran on the wall. He writes music for the films. Dad the nurse for Alex Guinness. Ladykillers."





Brush Your Teeth with Colgate's... Brush Bad Breath Away!

And Colgate's with **GARDOL** Fights Decay All Day, Too!



Gardol's invisible shield fights tooth decay all day . . . with just one brushing.

Colgate Dental Cream with Gardol stops mouth odor all day for most people . . . with just one brushing! Gives you that fresh-clean feeling in your mouth that comes from brushing your teeth with Colgate Dental Cream.

And unlike other leading toothpastes,* Colgate Dental Cream contains Gardol to form an invisible, protective shield around your teeth that fights tooth decay all day . . . with just one brushing!

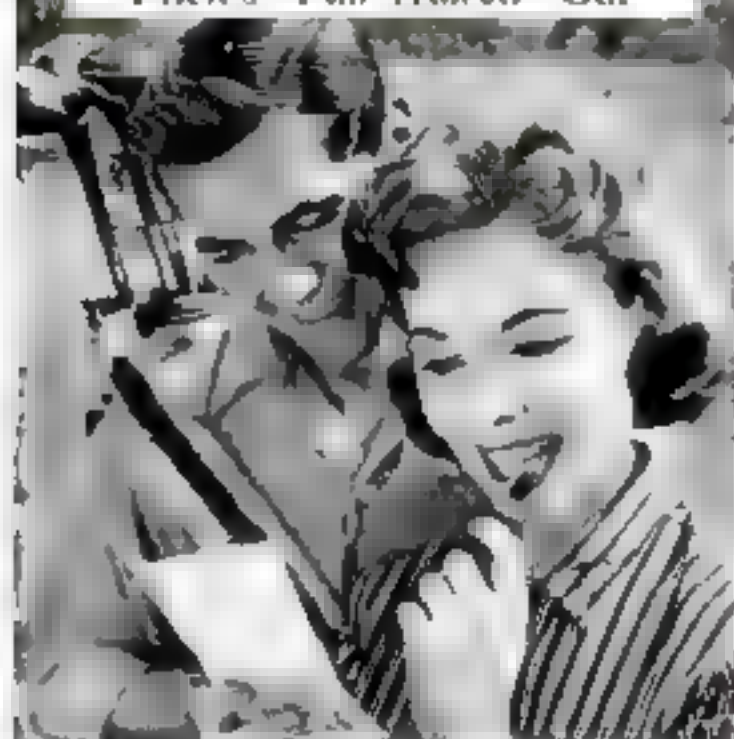


ONE FOR TWICE AS LONG AFTER COLGATE'S.

GARDOL IS COLGATE'S TRADE MARK FOR SODIUM N-LAURYL SARCOSINATE

Colgate's With Gardol CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH

A DATE WITH DEBBIE
Fitch's "Fair-Haired" Gal



"DON'T BE STYMIED!"

NOW REMOVE DANDRUFF

WITH VERY FIRST SHAMPOO!

"Oh, how sun, wind and rain can dull hair, dry scalp and bring out terrible dandruff," says TV's popular *Miss Debbie Haley*. "But I don't worry! I use Fitch regularly." Only Fitch Dandruff Remover Shampoo is specially made and guaranteed to remove loose dandruff with one lathering—or money back!



BRIGHTEN YOUR HAIR %35%

AT THE SAME TIME!

Tests prove gentle Fitch also brightens hair up to 35% as it removes dulling dandruff flakes. Helps recondition hair, leaves it easier to manage and wave. Use new milder Fitch every time you wash your hair—not just to remove loose dandruff!

ONLY FITCH GUARANTEES
DANDRUFF-FREE, BRIGHTER HAIR
—OR MONEY BACK!

Today, get Fitch Dandruff Remover Shampoo. If not delighted with the thrilling way it brightens hair and removes embarrassing dandruff with one lathering...return unused portion for full refund from Fitch. Also be sure to ask at Barber or Beauty Shop for a professional Fitch Shampoo.

Also available in Canada



**DULLING
DANDRUFF?
TAKE IT AWAY—
WITH FITCH
REMOVE IT!**



CARY CONTINUED



CARY's bedroom on ground floor next to his study is fitted up with a writing board (on bed), the invention of a neighbor, over which a paper roll moves up to the touch as Cary writes.

"I'm working on a novel about religious people and people who hate religion—the whole complex conflict. As for myself, I believe in God. His existence is clear in love, affection and feelings for nonmaterial things. What God would have us do is do right by each other. Human values are His values. But I do not believe in asking God for anything."



ANNA DAVIN hunts in the Cary attic for a manuscript he has asked her to find. The attic is filled with books, musical instruments and all the accumulation of a big family's full life.

"There's a lot of old stuff up there. Even my uniforms from the African campaign [World War I]. One or two unpublished novels which I shall burn. Like my others, they are philosophical novels, but they seem like ordinary novels because I take a lot of trouble to make them so."

1 NEW Formula Rub Now Speeds
FASTER RELIEF
To Misery Of
**MUSCLE ACHES,
SPRAINS**



Here's better, faster relief! New, modern-formula **MUSTEROLE** now combines amazing pain reliever, GM-7 (glycol monosalicylate), with super-stimulating oil of mustard, speeds deeper, better relief through proved analgesic, counter-irritant action. Rub it on—speeds warming "baked heat" comfort to muscle aches, sprains, chest cold misery. 3 strengths, Regular and Extra Strong, also Child's Mild. Stainless. Save on large size tubes.

MUSTEROLE



PREVENT Minor Rashes

Shake on Mexsana, prevent chafe, shoe-rub, baby's diaper rash. Antiseptic, absorbent. Pure cornstarch base clings close for longer relief. No ordinary powder can give this medicated skin care. 39¢, 79¢, \$1.29, at drug counters.



Losers Weepers?

Not when you carry First National City Bank Travelers Checks

No matter how far Your Daddy always carries safe First National City Bank Travelers Checks—and they're promptly refunded if lost or stolen. Famous for over 50 years. Backed by America's greatest world-wide bank, they're spendable everywhere. Cost only \$1 per \$100. Good until used. Buy them at your bank.

FIRST NATIONAL CITY BANK TRAVELERS CHECKS

Backed by The First National City Bank of New York
Member Federal Deposit Insurance Corporation

Your "good morning" starts the



night before on a Springwall Quiltress

... the quilted mattress with the non-sag edge!

Yes, every morning's a gloriously "good morning" when you wake up on a Springwall QUILTRESS, the button-free, luxury-sleep mattress that's quilted inside and out... top, sides and bottom. Extra deep layers of quilted cotton felt and specially-designed inner springs cradle you firmly, but oh-so-gently, in deep-cushioned comfort.

The exclusive non-sag edge of a Springwall QUILTRESS prevents sagging or sloping... and keeps the entire mattress level and firm. *Lie at the edge*... you're as comfortable there as in the center... and because the edge cannot sag, you actually get $\frac{1}{4}$ more "room for comfortable sleep" on a standard-size Springwall QUILTRESS.

Sit on the edge as much as you like... it will never sag or slope... never lose its firm, straight lines. QUILTRESS gives you years of extra wear... years of extra sleeping comfort. For the rest and relaxation you need night after night, year after year, see the Springwall QUILTRESS at your favorite furniture or department store. **\$79⁵⁰**

Springwall mattresses and box springs are guaranteed for 10 years against structural defects. Matching box spring (with non-sag edge) \$79.50

Here's the **springwall** secret of firm, correct body support... 12 exclusive sidewall supports that prevent sagging or sloping... keep the entire top firm and level.



The "Americana," fabulous new Miami hotel, has selected **springwall** mattresses and box springs exclusively... to assure all its guests a good night's sleep.



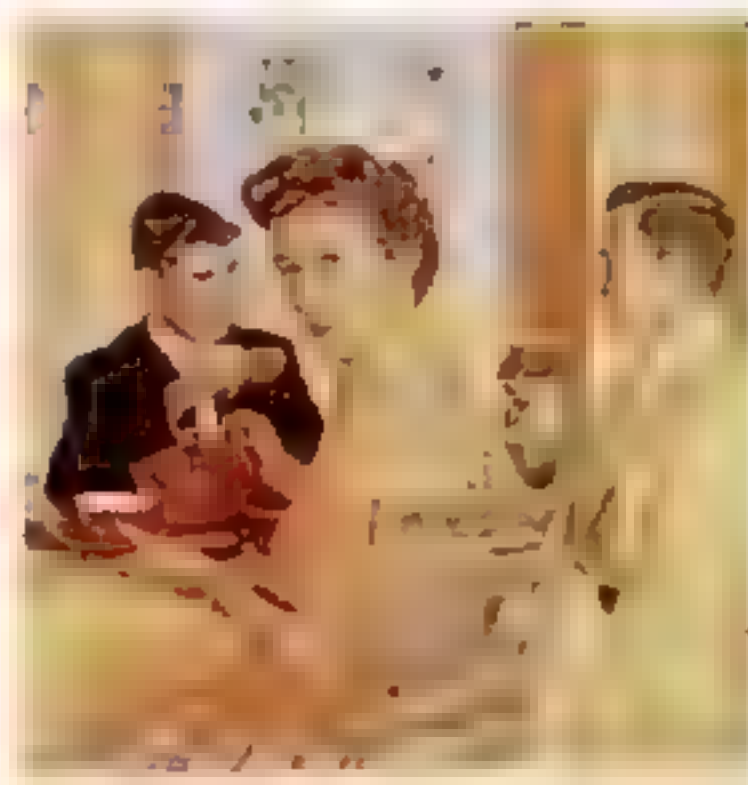
Manufactured exclusively by: SOUTHERN CROSS Sleep Products, Atlanta, Ga.; KING KOIL Sleep Products, St. Paul, Minn.; HAGGARD & MARCUSSEON Co., Chicago, Ill.; ECLIPSE Sleep Products, New York, N.Y., Los Angeles, Calif.; also manufactured in Montreal, Toronto and Winnipeg, Canada.



Everything brightens up with brisk Lipton Tea!

"What a grand way to unwind...over Lipton Tea! It's a wonderful break in my daily routine. And we all enjoy the gentle lift we get from Lipton's brisk flavor at mealtime."

SO MANY people look forward to relaxing over Lipton Tea. And how they appreciate the gentle lift—the right kind of lift—that Lipton's brisk flavor gives them. See for yourself how everything brightens up with brisk Lipton Tea.



*Trade mark of Thomas Lipton & Co., Ltd. & Pat. Off.

BASEBALL TRAINING CAMPS WITH COUNTRY CLUB AIR



AT ST. PETERSBURG, FLA. YOGI BERRA DISPLAYS CATCH TO SONS, FARRY (FOREGROUND) AND TIMMY. HE LIVES IN COTTAGE 11 MILES FROM THE BALL PARK.

Annual spring grind becomes a family affair with wives and kids on hand

Spring training has by tradition been anathema to ballplayers. In the old days they left their families home, lived in crummy resort hotels, led Spartan lives and trained until their aching legs almost fell off. Stars like Ty Cobb and Joe DiMaggio devised excuses to delay reporting at camp. But recently, when oldtimer Frank Frisch in an exasperated moment charged that modern training camps were "country clubs without dues," players ginned sleepily and admitted he was pretty near right.

For raw rookies as well as stars like Yogi Berra (*above*), spring training has become a kind of family vacation. Instead of being regimented in

hotels, most big leaguers take a room and board allowance from the ball club, rent outside quarters and bring the family down. They don't dare report late—their wives and kids won't let them. Training is still a grind with all the Charley horse and muscle miseries that go with getting into shape. But after a hard day on a hot diamond players can fish and golf or play with the children or, in some cases (*next page*), rush off to their brides. It is a happy change for ballplayers but it would have brought apoplexy to a manager like old John McGraw. He'd have taken the hide off any player who brought a golf club to spring training—let alone a bride.

CHANCE TO BRING THE BRIDE ALONG



TEASED BY BRIDE — two weeks. Billy Hoyle, Detroit's star left-handed pitcher, addressed a group of young girls' tournament for Tiger players at Lakeland, Fla. After putting him, he and Margie (shown) walked in hand down the way. He tried to break a 100.



ATTENTIVE TO BRIDE, Howie Merritt of St. Louis Cardinals straightens bride's hair on Florida beach. Sunken Cardinals in St. Petersburg.

Merritt in Florida's home town of St. Louis. In May, they sailed from St. Louis to Tampa when Hoyle was given a tryout by Cardinals, getting started.



DOTTING COUPLE at on flying board of rooftop pool where they stopped for a drink after practice have drunk beer, her husband sipped soft drink.

FEEDING THE GULLS, Merritts walk beach at sunset. He had been hard hit in an intra-camp game that day and was just getting over soreness.





FOUR SOME OF REDIEGS GETS IN SOME GOLF AT TAMPA. FROM LEFT ARE RUSTY FREEMAN, JOHNNIE TEMPLE (CHIPPING), ROY McMILLAN AND JOHN BRECHIN



AT FAMILY COOKOUT (left) in Sarasota, Marty Keough, Red Sox rookie, is left and center by in Matt Mrs. Keough, teammate Dick Green and wife

BURYING FATHER (above) Yankee Star stop Gil McDougald's children pile up sand on beach at St. Pete. From left are C. D. Deane, Christine and



EXETER, N.H. 03341 ARMOUR AND COMPANY

There's extra care in every cheese stamped "Miss Wisconsin"

You know it, you love it.
ARMOUR
 The Armour logo label is one of
 the world's great trademarks.

Miss Wisconsin natural cheddar is tested from three days to maturity . . . for the right "bite" to sharp-aged; the exact mellowness for medium-aged; the precise delicacy for mild. ★ When nature and know-how have finished, you have a great cheese. ★ To glorify salads, spark dishes, make noble sandwiches and hearty snacks, you'll decidedly want to try Miss Wisconsin cheddar—sliced or in wedges. How long since you've tasted *real* cheese?



Time to change...

Wake up your winter-weary car with Spring Mobil Care!

Spring again—and your friendly Mobil dealer is all set to give your winter-weary car a new lease on life with expert Mobil Care. Here's what he'll do...

ENGINE: Drain crankcase—refill with clean, fresh *Mobilol Special*—the *all-temperature* motor oil. Reduces wear practically to zero—helps your engine run quieter, smoother—improves power and gas mileage.

RADIATOR: Drain anti-freeze. Remove rust/scale with *Mobil Radiator Flush*. Inspect for leaks, stoppages. Control corrosion with *Mobil Hydrotane*.

✓ **CHASSIS:** Protect all friction points with correct *Mobil Lubrication*. Guard costly drive mechanisms with *Mobilube* for gears. *Mobil Fluid 200* for automatic transmissions.

BATTERY: Check condition and strength with *Mobil Start-O-Scope*. Install new *Mobil Premier Battery*, if needed. Stays stronger—lasts longer.

TIRES: Inspect for breaks, bruises, wear. Replace *unsafe* tires with *Mobil Super De Luxe Tires*. Give long wear—super protection against punctures, blowouts.

LEADER IN LUBRICATION FOR 91 YEARS

SOCONY MOBIL OIL COMPANY, INC., and B.F. GOODRICH MACNESSA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION



BASEBALL CAMPS CONTINUED



FISHING BY NET at Indian Rocks Beach. Fan White Sox first baseman Walt Dropo (left) helps neighbor pull in a catch. Afterward, they had fish for



SHUFFLEBOARD FAN Stan Musial of Cardinals plays in evenings on beach. He usually brings a small iron but this year just brought Mrs. Musial



PAIR OF OARSMEN, Red Sox catcher Sammy White and young Sam White go for row at recreation game. White backs rowing help to cheer up fans.



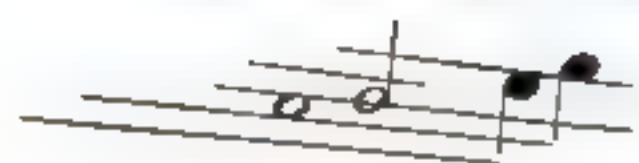
MODEL BOAT BUILDER Ted Kluzewski of Cincinnati sends replica of the battleship *Missouri* on model voyage in mud puddle outside his house

in Tampa. "It works," he exclaimed unbelievably when it moved, and then started on an a model carrier. "Keeps my mind off baseball," he explained.



It's a most unusual

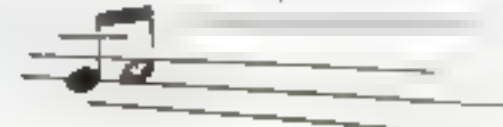
It's so light and delightfully pale...



It's Red Cap I sing for
It's Red Cap you'll ring for
This most unusual ale.



Every sip is sheer delight
It's so hearty and yet it's so light
It's a most unusual, most unusual, most unusual ale!





ale



CARLING



Red Cap

THE BEST BREWS IN THE WORLD COME FROM CARLING



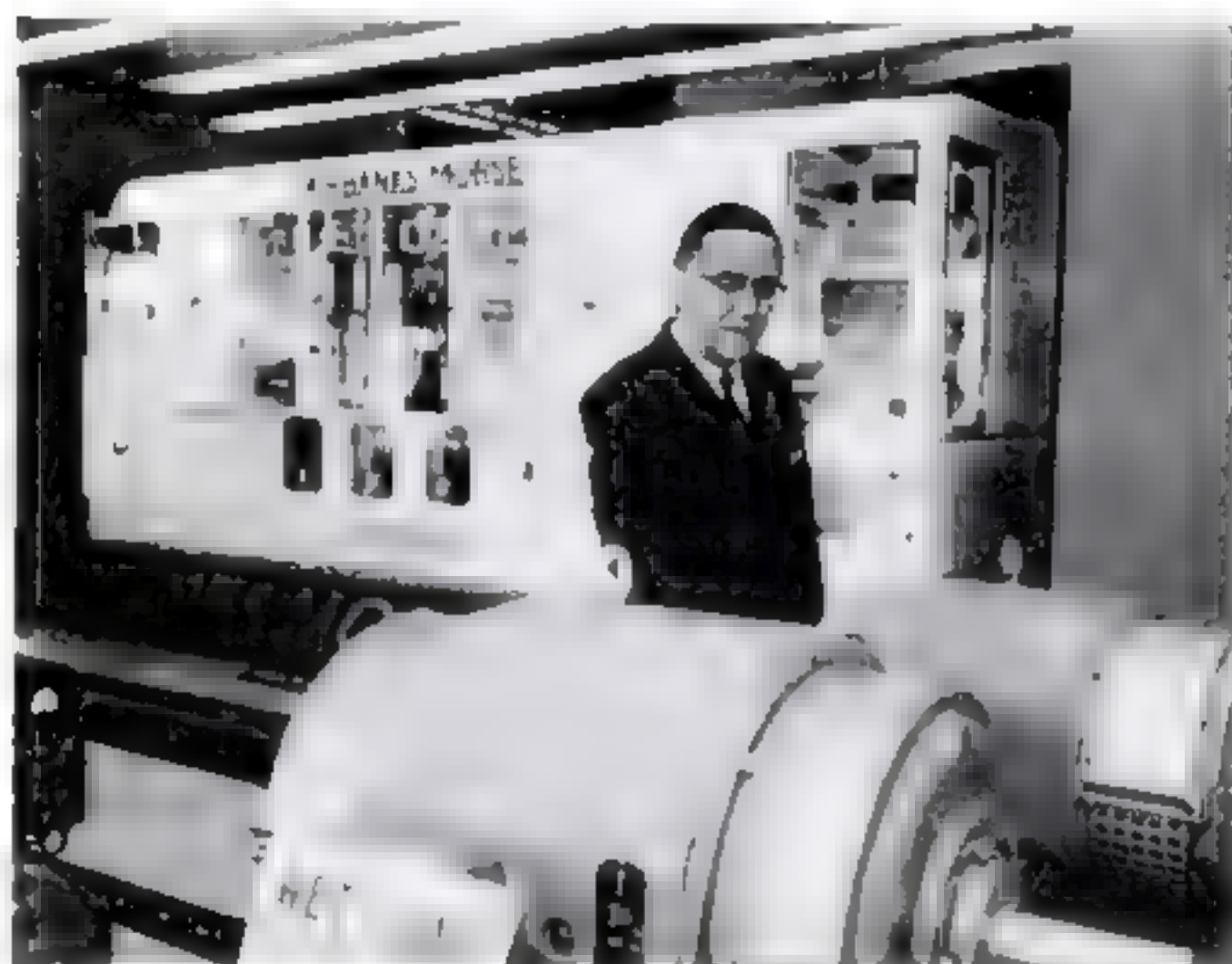
ROBERT MORSE JR. walks through New York financial district. Grandson of Charles Hosmer Morse and son of the present board chairman, he started working for Fairbanks, Morse as a laborer in 1916, worked way up to president in 1950.



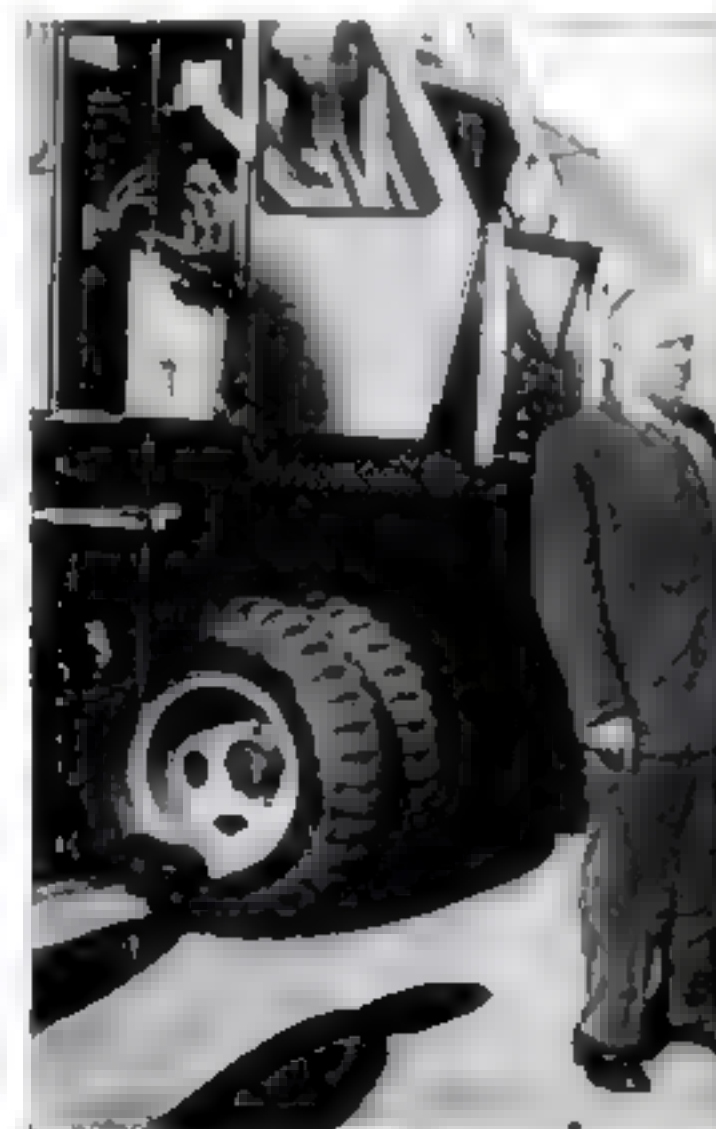
EARLY SCALE invented by Thaddeus Fairbanks in 1830 is shown in a company catalogue, vintage 1865.



EARLY PARTNER of Fairbanks was Charles Hosmer Morse who joined the company in 1845, headed it in 1891.



FAIRBANKS, MORSE PRODUCTS, here surrounding Robert Morse Jr. in company's Chicago showroom, include electric motor (foreground) and the 390 hp diesel behind Morse. Company began first expansion by making windmill pumps



PENN-TEXAS EMPIRE began when Silberstein (left, in miner's hat) bought Pennsylvania Coal & Coke Co. in 1951. By 1954 he also controlled "Quick-Way" Truck Shovel Co. and Industrial Brownhoist, whose president, Max Ribenack III,



THE DISSIDENT MORSES, who side with Silberstein, are former company president Charles Morse Sr., uncle of the present president, and Charles Jr., the former regional manager. They sold stock to Silberstein, gave him proxy rights.

A FIGHT FOR OLD FIRM

Fairbanks, Morse tries to stand off a newcomer

Over the past century Fairbanks, Morse & Co. (pumps, scales and diesels) has built itself a dignified name and annual sales of \$135 million. In the last six years Leopold Silberstein and his brash Penn-Texas Corp. have taken over 14 other businesses and his company now grosses \$125 million. The two companies are now squaring off for a bitter stockholders' proxy battle in Chicago next week to see if young Penn-Texas is big enough to swallow old Fairbanks, Morse.

The Fairbanks, Morse management, with Robert Morse Jr., its president, controls about one third of the company's stock. But other members of the family (above), who disagreed over company policy, pledged stock to Silberstein, who now claims control of more than 48%. Silberstein, an aggressive financial operator who came to the U.S. only nine years ago, is fighting to control Fairbanks, Morse. Robert Morse is counterattacking. By backing a Penn-Texas stockholders' committee, he hopes to win enough proxies to challenge Silberstein for control of his own Penn-Texas.



stands with him (center picture). In 1955 he added Niles-Bement-Pond, now Pratt & Whitney (machine tools) and demonstrated a milling machine (left, right picture). His other subsidiaries include Colt's Fire Arms Co. and Hallcrafters.



LEOPOLD SILBERSTEIN strolls in New York. He fled Germany in 1933, came to U.S. by way of Shanghai with \$150,000. Not remarkably wealthy, he says, "You have to decide what you want money for. If it's at all for cash, you're in."

MACMILLAN'S BRITAIN



NEWS VENDOR

John Green: "We've taken beatings before, and I daresay we will again, but I don't see any starving people, and you'll never keep Britain down."



HOUSEWIFE

Mrs. Lydia Bates: "We were wrong to go into Suez because the ordinary people weren't told what was going on . . . everything is so expensive now."



INTERIOR DECORATOR

Sidney Gibbs: "I don't like the Americans; they shouldn't have poked their noses into Suez. The U.N. is a marvelous thing if used properly."

Angry but chastened people seek new roads to trade,

THE Americans," wrote a British diplomat still in Washington to a colleague who had come home from there before Suez, "have changed toward us in only one noticeable way. Their manner has the circumspection that one takes toward the convalescent victim of a nervous breakdown—a soothing pretense that nothing important has happened, behind which lies an expectation that at any moment we may start jibbering and sawing the air."

This wry comment probably summarizes quite well the attitude of most Americans toward Prime Minister Macmillan and his entourage as they arrive in Bermuda to talk with President Eisenhower. As of last Oct. 31 our firmest assumptions about the British turned out to be unreliable. That 20th Century Britain should resort to paratroop diplomacy while deceiving her chief ally, flouting the United Nations and risking the questionable unity of the Commonwealth—this was (and still is) astonishingly un-British according to the familiar view of what Britain was supposed to be.

In examining the possible causes we can find grounds for sympathy. It has long been evident that Britannia has entered a delicate period of life; if hot flashes and bouts of unreasonableness marked her decline, if she has been reluctant to face her changed status in a world in which she no longer rules the waves or much else—this can be understood. Considering that for many years now, too, she has been torn between her moral scruples, which made her hesitate to use force, and the urgent need to preserve and protect her economic interests, which made her hesitate not to use force; and considering that the Suez venture, as it turned out, served the interests of neither morality nor expedience—we can understand that this could produce tortured emotions. Nevertheless it is necessary to ask some quite personal questions just now about our favorite ally. Is she quite herself again? What kind of country, in short, is it that Mr. Macmillan and his colleagues come to Bermuda to represent?

To understand the present temper of the British people it is necessary to know something

about their feelings at the time of her Suez action. Those feelings were passionate and chaotic, and they cut through every element of the country, making nonsense of political labels. It is true that Conservative members of Parliament, with a few notable exceptions, supported Eden's actions; true also, when Eden announced the ultimatum to Egypt and the government's determination to enforce it with troops, Labor M.P.s plunged Parliament into the greatest uproar in living memory.

But a great many Conservative voters too were shocked and shamed by their government's position. The decorum of the London clubs was rent by the sound of quarreling; and even later, as the Christmas holidays approached, some of the best families found it expedient not to get together, or else to agree to keep the political situation outside the limits of polite conversation.

Perhaps an equal amount of moiling and churning was going on among Labor voters. The first overt signs of their reaction were convincingly, sometimes frighteningly, anti-Eden. Twenty thousand people poured into Trafalgar Square a few nights after the ultimatum and then, inflamed by the eloquence of Aneurin Bevan, parts of the mob moved off toward Whitehall and Downing Street. The scene was like nothing in modern British history, with the marchers in a mood for riot and the famously calm bobbies smashing away with their truncheons and charging with their horses.

Labor support for Eden

YET, as the first excitement died, it became clear that a large fraction of the Labor rank-and-file actually approved of Prime Minister Eden's action. This "working-class imperialism" (as one bemused Labor M.P. has called it) evidently took its nourishment from two strong sources. One is the touchy national pride of the British workingman, who is affronted when anyone "tries to push Britain around." The other source was outright prejudice against the Egyptians, a contempt formed by many British soldiers during the war in Egypt. That the "Wogs" and "Cyppos" should



SOLDIER

Brigadier J. B. Newton-Lewis: "Somebody's got to put this mess right. America behaved shockingly, no policy. It's ridiculous to cut our forces."



HOUSEWIFE

Mrs. Eve Barnett: "United Nations does a good job. I'm confident that America and Britain will get together eventually but the Americans are slow."



CABDRIVER

Sam Paydon: "We done wrong. Look where it got us. Nasser's top dog. The price of petrol is going to put us out of business."

BIDS GOODBYE TO PAST

energy and prestige lost at Suez

by ROBERT COUGHLAN

dictate terms to Britain on any subject was a personal humiliation to many a man-in-the-pub, and he relished the thought of squashing them.

With this background in mind, the most surprising discovery that one makes as a visitor to Britain is that the original issue has faded quite largely from the general consciousness. In the first important post-Suez by-election, which was held in the heterogeneous London district of North Lewisham last month, Labor speakers soon found that what people really wanted to hear about was the "Rents Bill"—a government proposal to relax rent controls that had been put on in 1939—and the continued rise in the cost of living, particularly in many basic household commodities, as a result of the canal closing and subsequent increased shipping charges. It was on this simple, out-of-pocket basis, rather than on anything resembling a moral or intellectual one, that the Suez debacle could be made embarrassing to the government. Being practical politicians, the Laborites took these two lively issues and romped home with them, overturning a previous Conservative majority in the district. The same two issues have dominated most subsequent by-elections. There was an exception in Wales, where Lady Megan Lloyd George made "the crime of Suez" the big issue in her electoral district and drew a strong response with it. But in almost all parts of the country it no longer stirs much emotion or even much interest.

"Suez?" said a young student in the evening current events class in a northern town. He looked puzzled. "No, we don't talk about that now. It's as dead as a dodo."

What, then, has become of the outraged voices of conscience that were so loud so short a time ago? Roy Pryce, research fellow in political science at Oxford, sat recently amidst the mossy Victorian splendors of the Randolph Hotel, across from Balliol College, and pondered the change: "I was sick at heart, almost physically sick, when I heard the news of the ultimatum. For the first time I wanted to take action. But now I find myself, somehow, thinking of it as having been 'Eden's war' and not wanting to hold the new government

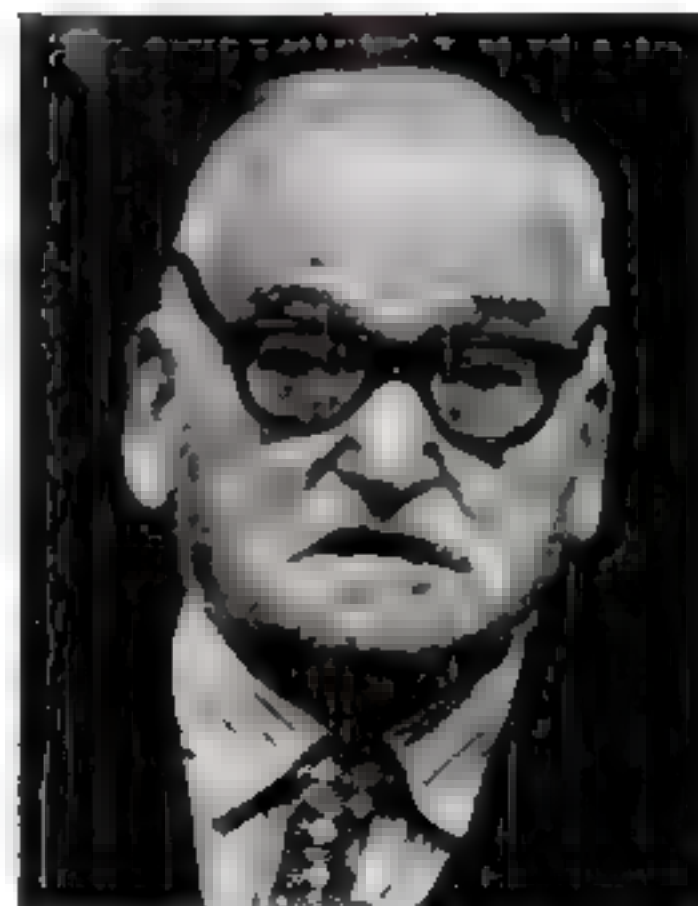
responsible. That's strange because at the same time I know that Macmillan and the rest of them participated, supported the decision, and were equally involved. Yet I can't help feeling that they have drawn the necessary consequences from the mistake—that the country can't 'go it alone,' that we have to depend on the American alliance, that we have to adjust our commitments and ambitions in the world to fit our resources—and that they are proceeding accordingly. If that is so, as it seems to be, some long-range good will have come of it after all."

The handy concept of 'Eden's war'

THE theme that Macmillan *et al.* have "drawn the necessary consequences," and therefore deserve a breathing space to repair the damages, is heard often. It even influences the thinking of some Labor M.P.s and was implied, for instance, in Harold Wilson's recent parliamentary jibe that Macmillan had been "expensively educated at Eton and Suez." The concept of "Eden's war," while certainly far from the whole truth, has enough truth in it to make it nicely adaptable to the needs of both sides. Just who sat in on the final decision to take military action is not known. But neither the full cabinet nor the few senior ministers who shared in the final decision can be held fully responsible, so the theory goes, because of the psychologically numbing effect of Eden's unique position and personality. Thus "Eden's war"—a concept so useful that, if it did not exist, something like it would have to be invented. It has become a sponge to soak up puddles of moral indignation, a shield behind which the present government can go forward.

This writer talked with several ministers and junior ministers in the days just before the North Lewisham by-election and found an almost stereotyped response as to what effect Eden's resignation might have on the vote there. It went about as follows: "Anthony's leaving was very sad. A tragedy for us and a great personal tragedy for him, of course. As head of the government it was his job,

CONTINUED



RETIRED AUCTIONEER

Sir Robert Catterall: "There are troubles ahead but . . . we've never failed to pull something out of the bag in the past. We still have a few assets left."



OXFORD DON

George Allen: "Britain was justified in protecting its interests. There is such a thing as a 'moral' war. The U.N. isn't ready to enforce justice."



EDUCATOR

Dr. B. V. Bowden: "Britain's crisis is less at Suez than in musty management. New ideas could raise efficiency above competition."



PERSONNEL MANAGER

Miss Evelyn Hyde: "I'm not sure Suez was right—it's too early to judge. We'll have to press on with the U.N., but they will never save the world."



OXFORD FRESHMAN

Rodney Crang: "Americans have Texas oil; Suez is our lifeline. If Nasser bars our ships, we should fight. . . . It was the U.S.'s duty to support us."



HOUSEWIFE

Mrs. Phyllis Miranda: "If we had not stopped at Suez things wouldn't have got into this state. . . . The U.N. isn't doing its job. Dulles is the end."

make your first investment together, the *finest*

Feature Lock
INTERLOCKING DIAMOND RINGS

the most beautiful way to say "I Love You"

exclusive patented "Gem-on-Gem"™ setting makes center diamond look **90% Larger! 87% More Brilliant!**

Certified by American Testing Laboratories, Inc. And **FEATURE LOCK** Interlocking Diamond Rings have the patented hidden lock that holds rings "Locked Together in Lasting Levelness". Yes, **FEATURE LOCK** Interlocking Diamond Rings do look twice their price, but cost no more.

at authorized **FEATURE LOCK** jewelers everywhere, from \$100 to \$2500, on deferred payment (also sold under **HEART LOCK** trademark).

WITH THE FREE SUGGESTION CARD, "HOW TO CHOOSE YOUR RING"

FEATURE RING CO., INC. • DEPT. LM57 • 130 WEST 46th STREET • NEW YORK
World's Largest Manufacturer of Interlocking Engagement and Wedding Rings for Diamonds.

© 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025



ANTI-GOVERNMENT ISSUE, as shown on Labor office poster during North Lewisham by-election, was cost of living rather than Suez action. Labor won.

MACMILLAN'S BRITAIN CONTINUED

that is, he was primarily responsible for the Suez policy, and he has to take the public responsibility. . . . I do think that his resignation has improved our chances quite a lot."

Politically, Eden was doomed by the end of last year. The party hierarchs knew that "Eden's war" had turned out to be a blunder and that he would have to go. The question was, when? Next summer, was the best guess.

Yet when he left in January, forced out not by his mistakes but by physical illness, there was a surge of sympathy toward him. As he drove away from Downing Street, sunken and feverish, such a contrast to the man who had seemed perpetually blessed with grace and youth, the splendid memories of his past swarmed up in the minds of friends and foes alike. Here, from any view, was a figure of tragedy.

In an obscure but elemental way, Eden's destruction seemingly relieved the British people of their moral anxiety about Suez. It was almost as if he were a living sacrifice, expiating all their sins in expiating his own.

As of November, Suez was an issue that seemed almost bound to bring the Labor party to power. A few weeks ago, sitting in his office in the House of Commons, Hugh Gaitskell could say, with a certain speculative and wistful regret, "Not many people, I think, have changed their original beliefs about Suez. But I think that in both parties now, and among most people, there is a strong psychological urge to forget about it all, to simply blanket it out as an unpleasant experience."

Blaming It on America

FINDING themselves in difficulties and yet unable to decide quite whom to blame, the British people have needed a scapegoat. This necessary part is being filled primarily by America. Anti-Americanism has passed through several phases during the past months. At the time of the ultimatum and our vigorous reaction to it, people felt pro- or anti-U.S. according to their feeling about the Suez action itself. During the ensuing period, when we brought heavy pressure in the U.N. to make the British and French forces leave the canal and Israeli forces withdraw from Egyptian territory and Gaza, this often turned to anger.

This anger cooled fairly soon. But at the same time, as the original issues became more and more fuzzy in people's minds, a general tendency increased to look skeptically at America's policies, methods and motives, and by now this condition is pandemic. Because of the national humiliation suffered at Suez, and based more deeply on countless large and small happenings through the years—our rise to pre-eminence while their power declined; even the success of U.S. troops with British girls during the war and now near our air bases—this resentment can be found at all social and intellectual levels.

This feeling rarely applies to Americans as individuals. The American visitor is treated almost anywhere with personal friendliness. It applies in a diffuse way, however, to the British image of America—as a big, strong, generally well-meaning country but



ANTI-AMERICAN FEELING was blatantly displayed by Fred O'Neill, auto junk dealer. Hostile demonstrations of this sort disappeared after a few days.

woefully awkward and not very bright. And it applies directly indeed to our present administration.

Not very much is now left of Eisenhower's wartime popularity. As for John Foster Dulles, the common attitude toward him is one of deep antagonism and mistrust. The Eisenhower Doctrine is sometimes interpreted as nothing more than a shrewd and hypocritical attempt to take over Britain's old position in the Middle East—because "America wants to run the world," or because of "the oil magnates."

These ideas, of course, are by no means universally accepted. Among the better informed minority of people of all political complexions, there is a fairly good understanding of America's position and some endorsement of it. But the majority of the people are afflicted with a serious degree of misunderstanding. This sad subject can be summed up in the comment of an American official who knows Britain well.

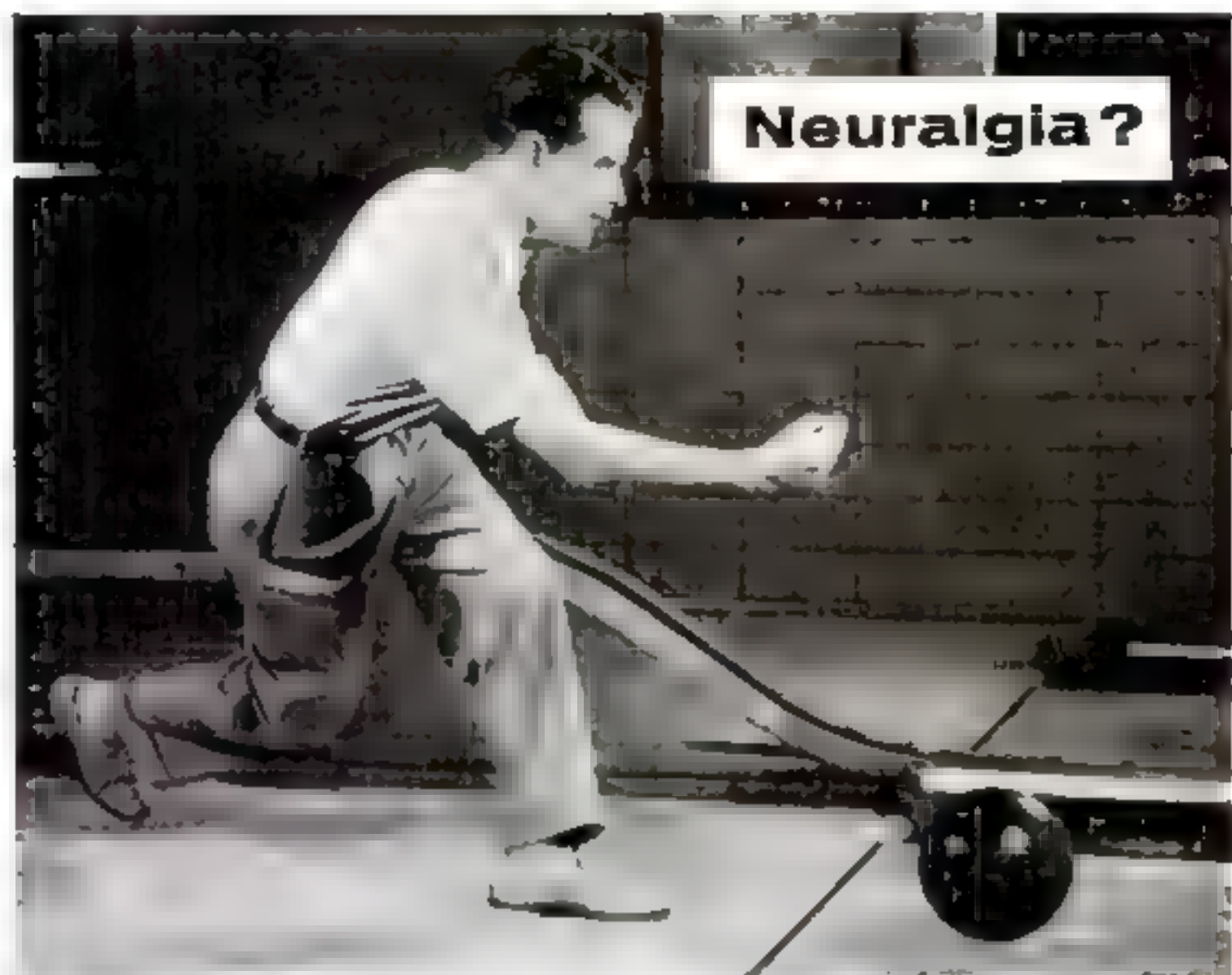
"I have seen several highs and lows in Anglo-American relations," he says. "Today things are at their lowest ebb ever. A new tone has crept in. Everything is raked up from away back. Many Britons have developed an image of a truly evil United States attempting to enrich itself, and particularly joyful if it could be done at the expense of Britain. It will take a great deal of work on both sides to get back to a reasonable degree of cooperation."

While American policy, especially as personified by Dulles, is the appointed devil of the piece, the U.N. also comes in for a large share of resentment. That Britain and France responded to its pressure while Russia, Hungary and India (in the Kashmir dispute) did not; that the U.N.'s benefits should accrue to the universally loathed Colonel Nasser, who had never obeyed it and who in many minds was the real aggressor, and its penalties be laid on friendly Israel—all this has left the feeling that the U.N. is a warped instrument of justice. For a people so recently overlords of an empire of dark-skinned people, it is additionally galling that the strategic balance in the General Assembly should now lie with the "Afro-Asian bloc." No presently conceivable British government would withdraw from the U.N. But a great many people have reached the stage of doubting that any government can work through the U.N. toward protecting Britain's essential interests in the world.

Whereas before Nasser the U.N. commanded nearly unanimous support among the intellectuals, there is now a significant minority of dissenters. Among those who signed for a pro-Eden petition at Oxford shortly after the ultimatum to Egypt, for instance, were some highly respected names including Gilbert Murray, the great classics scholar. Dr. Murray had been chairman of the League of Nations Union for 10 years, co-president for the past 18 years, and after the last war had been one of the leaders of sentiment for organizing the United Nations.

This writer visited him recently at Yatscombe, his handsome small estate near Oxford, where he now lives in retirement. Stooped and in delicate health at the age of 91, he is an image of ancient scholarly wisdom. His mind is clear, and during the pleasant ceremonials of tea he spoke directly to the point.

The U.N. Assembly, he said, no longer speaks with the voice of morality. For its large decisions—those that need a two-thirds



Bayer Aspirin Makes You Feel Better Fast!



And it's one thing most people can take any time...WITHOUT STOMACH UPSET!

When the pain of neuralgia, neuritis or a headache threatens to interfere with your "after hours" fun, take two Bayer Aspirin tablets right away. You can take Bayer Aspirin with complete confidence

because it gives you the *quick* relief you want, and the *safe* relief you need! In fact, it's so gentle that doctors prescribe it even for small children. Get fast-acting Bayer Aspirin today!

COOLER SMOKING Edgeworth

Like a breath of cool air... Edgeworth refreshes, stimulates, delights. What's the secret of its coolness? Edgeworth is all white burley—the coolest-smoking tobacco known—ready rubbed—with flavor sealed in to stay fresh. Get some today in the exclusive heat-sealed pouch.

LARUS & BROTHER COMPANY, INC.
Richmond, Virginia

AMERICA'S
FINEST
PIPE
TOBACCO

Edgeworth
READY-RUBBED

America's Finest
Pipe Tobacco



'Who'd believe I was ever embarrassed by Pimples!'



New! Clearasil Medication

'STARVES' PIMPLES

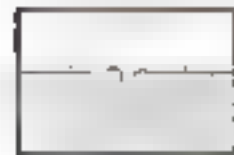
SKIN-COLORED . . . hides pimples while it works.

At last! Science discovers a new-type medication especially for pimples, that really works. In skin specialists' tests on 202 patients, 9 out of every 10 cases were completely cleared up or definitely improved while using CLEARASIL.

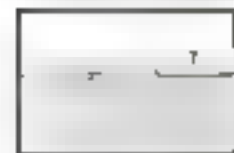
CLEARASIL WORKS FAST TO MAKE PIMPLES DISAPPEAR



1. **PENETRATES PIMPLES** . . . keratolytic action softens and dissolves affected skin tissue . . . permits medication to penetrate down into any infected area.



2. **ISOLATES PIMPLES** . . . antiseptic action of this new-type medication stops growth of bacteria that can cause and spread pimples.



3. **'STARVES' PIMPLES** . . . CLEARASIL's famous dry-up action 'starves' pimples because it helps to remove the oils that pimples 'feed' on.

SKIN CREAMS CAN 'FEED' PIMPLES CLEARASIL 'STARVES' THEM

Oil in pores helps pimples grow and thrive. So only skin creams can actually 'feed' pimples. Only an oil-absorbing medication . . . CLEARASIL helps dry up this oil, 'starves' pimples.

'FLOATS OUT' BLACKHEADS with penetrating medical action that softens and loosens them from underneath. Blackheads 'float out' with normal washing. So why suffer the misery of pimples or blackheads! CLEARASIL is guaranteed to work for you, as in doctors' tests, or money back. Only 69¢ at all drug counters (economy size 98¢).



Largest-Selling Pimple Medication in America (including Canada)
SPECIAL OFFER: Send name, address and 15¢ in coin or stamps for generous trial size to Box 12PP, Eastco, Inc., White Plains, N. Y. Offer expires May 31, 1957.



BITTER JIBE in London *Daily Mirror* shows Middle East policy of Dulles and Eisenhower leading to same disaster suffered by Britain and France. This was one of many cartoons reflecting resentment over U.S. position on Suez.

MACMILLAN'S BRITAIN CONTINUED

majority—are subject to rejection by the Afro-Asian bloc. These countries are "semibarbarous, anti-Christian, anti-white" and vote on the basis of "illiterate prejudice" as well as "narrow national self-interest." Hence what was conceived to represent the voice of civilization can no longer do so, and it now is more truly in the interests of morality if the countries that share the heritage of Western thought draw together for common protection. Probably—but "I don't know"—these countries should stay in the U.N., but they will be justified in "discounting" its decisions and acting accordingly.

Happily for the U.N., and for America's attempts on its behalf, Dr. Geoffrey Fisher, the Archbishop of Canterbury, has a much more direct influence on British opinion than does Dr. Murray. Last September, in a dramatic appearance in the House of Lords, he had urged the government to put aside threats of force and leave the solution of the Suez problem to the U.N. Last December, at the height of the feelings stirred up by the British troops' withdrawal, he had used his Christmas sermon in Canterbury Cathedral to say, "We must be very careful not to scorn the United Nations for being weak or ridiculous."

Interviewed recently at Lambeth Palace, his official residence, Dr. Fisher reaffirmed his long-standing support of the U.N. Looking like an apotheosis of all fictional English vicars, with his white frizz of hair, his crinkly and kindly blue eyes and expressive face, but wearing a cassock of purple and a golden cross on a golden chain, he began by relaxing informally into an easy chair and stretching out his legs. "Politicians and statesmen are concerned primarily with whether a thing works. My responsibility is to try to interpret—as nearly as I can—whether a thing is pleasing in the eyes of God. That temporarily it may or may not 'work' very well, for me has to be secondary."

Retreat was a 'moral' decision

AS between the use of individual force, he went on, and the use of democratic methods to try to settle disputes, the moral choice is clear. And imperfect as the United Nations is—in some ways a "miserable instrument"—it is the only parliamentary way available. Eden had made a good moral decision, "a Christian decision," when he obeyed its wishes and withdrew the British troops. The Israeli withdrawal was necessary because, before the U.N. could function as an umpire in settling the whole tangled dispute, "everybody had to get back on side." Mr. Dulles, whatever his shortcomings might be, had taken "the only possible moral position" about that. In fact, Dr. Fisher chuckled, he had found himself in the peculiar position of defending Dulles to some of his American correspondents, who had written worried complaints that Dulles was putting so much pressure on the Israelis.

And the U.N., for all its shortcomings, had not done badly. It seems to be a feature of parliamentary bodies to go in for "bombast and endless gaseous talk," but if one took the various resolutions passed in the U.N. during the past months, they would show, on the whole, a quite good level of sensible moral thinking. That, concluded Dr. Fisher, was the important thing to consider—that regardless of any talk about "semibarbarous" nations (and he had known some "semibarbarous" M.P.s, for that matter) it had been an expressive voice of the world's conscience.

For the average Briton, in his present mood, these questions

CONTINUED



Funeral Directors Say:

THE *Wilbert* BURIAL VAULT

Used for over 1 1/4 MILLION interments. Made of thick, precast asphalt and reinforced concrete. Quality controlled! Guaranteed! It's true peace-of-mind protection! Send for FREE booklet, "Facts every family should know about funerals and interments". Write Wilbert, Box 147-L, Forest Park, Ill.

Wilbert—the Foremost Name in Burial Vaults

© Trade Mark of Wilbert W. Hoos Co.

Spring Cleaning Special



WITH THE *Shetland* TWIN-BRUSH ELECTRIC RUG CLEANER-FLOOR POLISHER and SCRUBBER

REGULAR VALUE \$76.75 **NOW \$49.95**



Limited Time Only
ONE ROUND OF RUG CLEANING IN THE AVERAGE HOME WILL MORE THAN PAY THE ENTIRE COST OF THE SHETLAND. Enjoy the work-free beauty of longer-lasting gleaming floors and clean, bright rugs in every room. You'll never endanger your health again with floor drudgery. Comes complete with Polishing and Scrubbing Brushes, Felt Buffing Pads and Rug Cleaning Attachment.
AT YOUR FAVORITE DEPARTMENT HARDWARE OR APPLIANCE STORE

THE SHETLAND CO., INC. Lynn, Mass.
Please send FREE Copy of "MAGIC METHOD OF FLOOR CARE" and name of nearest dealer.

NAME _____
ADDRESS _____
CITY _____ STATE _____

A KIND OF MAGIC



Photograph by Arnold Newman

Sometimes, after weeks of painstaking rehearsal of the bits and scenes that make up a big show, we hear the opening bars of the orchestration, and suddenly we know that here—*here*—is the show that's going to be a "hit!" That's the feeling I have when I open a copy of LIFE.

To me, the magazine is a kind of fulfillment. It satisfies my taste for the dramatic and, in varying ways—an untold number of ways—each issue is as exciting to me as the first trail blazing issue. That one made everyone sit up and say, "What's this!" The only way I can express it is that LIFE has a kind of magic. There are many other magazines—many of them good, many of them possessing some of the same ingredients. Yet, somehow the magic is missing. The theatre is like that, too. In the script stage a show may seem to have everything needed to give it pace, excitement, color—yet, when all of those ingredients are put together, that precious "magic" may be missing.

LIFE has it. And every reader is richer because of it.

Nanette Fabray



"How we
use
Murine
to rest
our eyes"

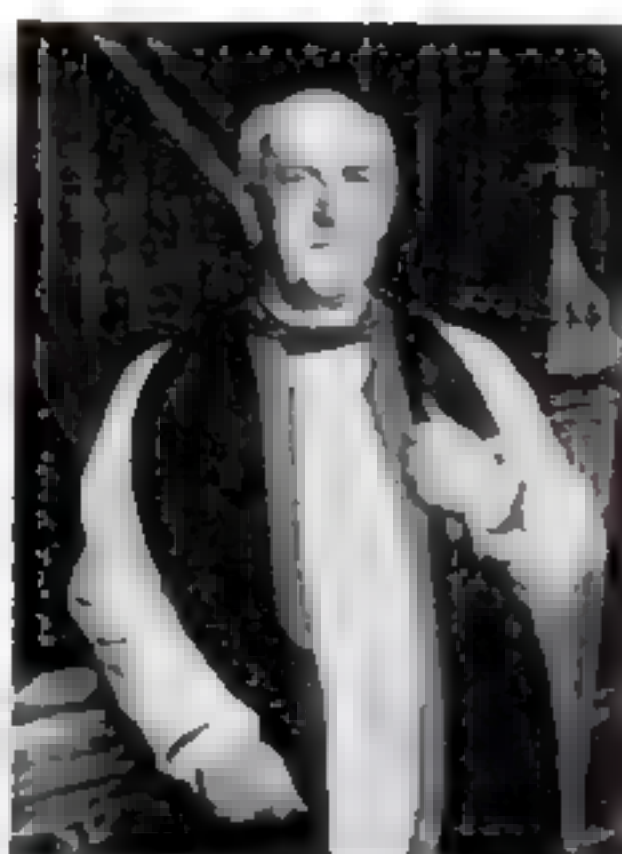
MRS. GENE WOODLING

and daughter Kim, family of
household star Gene Woodling

"Kim and I both like the cool and refreshed feeling that Murine gives our eyes. And I know Murine is as safe as nature's own tears," says Mrs. Gene Woodling. You and your children of any age can enjoy this pleasant way to rest your eyes. Murine gently floats away that tired, gritty feeling. Just 2 drops and your eyes feel clean and good again. New unbreakable eye dropper.

MURINE
for your
eyes*

The Murine Co. Inc.
Chicago, U.S.A.
*Trademark Reg.
U.S. Pat. Off.



U.N. SUPPORTER. Dr. Geoffrey Fisher, Archbishop of Canterbury, urged Britons during crisis to abide by decisions of international body.



U.N. FOE. Gilbert Murray, famed scholar, long favored U.N. but feels it can no longer protect Western culture against the Afro-Asian bloc.

MACMILLAN'S BRITAIN CONTINUED

of moral philosophy have only a mild interest. His feelings about the U.N. will be settled mostly on the basis of one big question: will British shipping get an ironclad guarantee of passage through the canal, or won't it? The canal is "our lifeline," isn't it?—most conversations take off from that firm point. The British people, whose insular outlook survived centuries of empire building and colonial adventures, thoroughly understand their current dependence on the rest of the world. For Britain has become a "second-class power." People dwell on this queer new idea almost masochistically, as if trying to accustom themselves to it by saying it out loud. Whether they quite believe it yet or not, they accept it, and it conditions many of their attitudes toward their own and the country's future.

On the surface there is, for the most part, a rather dogged optimism—an individual feeling that "I'll get along all right," a general feeling that "the country will pull through this and come back as good as ever." There is solid patriotism, solid pride in being British, even a certain lethargic conviction that whatever has been the traditional "British way of doing things" is the best way. Indeed, some businessmen are so affected by this thought that they move grudgingly, if at all, to adopt modern methods and machines—meanwhile bemoaning the decline of their export markets due to competition from more modern producers, the West Germans particularly.

Even in Manchester, center of the chronically sick cotton industry, one finds a rugged belief that things probably will work out—"if you Americans will get the canal open." Accustomed to think of itself as "the workshop of the world," hub of an industrial area of 11 million people, with an industry diversified now to cushion any further decline in the textile trade, Manchester knows that it needs to do something about building export trade and all that, and takes the matter-of-fact attitude that it probably will be able to do so.

Most people share this calm outlook. The workers blame the employers for backwardness, the employers blame the unions for greediness (both views are well founded), and Jim Jones, the average voter, bets on the football pools, wonders how soon Prince Charles will be made Prince of Wales and hopes to get away to a sunny place for a while this summer.

Uneasy Britons want to migrate

AND yet beneath it all, there is a deep restlessness among the British people. In January the British Institute of Public Opinion put the question, "If you were free to do so, would you like to go and settle in another country?" No less than 41% answered "yes." This figure becomes even more eloquent when the answers are analyzed. By a big margin (64%) Britain's youngest generation (16 to 20 years) would like to leave. At ages 25 to 34, half would like to go. Even among the middle-aged (45 to 49) the figure is 43%. Economically, it is the middle classes who would like to go, while those with "above average" incomes are understandably more content.

At face value these figures would indicate a colossal failure of morale, particularly among the parts of the population most

CONTINUED

A new idea in smoking— refreshing as Springtime

- menthol fresh
- tobacco rich
- modern filter, too



Try new
Salem
you'll love 'em!





Known by the Company it Keeps



Seagram's VO

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. 86.6 PROOF, CANADIAN WHISKY—
A BLEND OF RARE SELECTED WHISKIES • SIX YEARS OLD



What's up?

Well, the wires are. And soon the dial switching equipment will be up too as these Western Electric installers transform the confusion here into the orderly scene you'd expect in a Bell telephone central office.

Those dangling cables with their thousands of wires are pre-cut to the right length so that each one will meet the right spot in the 11½ foot high banks of complex dial equipment — some 300 tons of it — now on the way here from our factories. Planning ahead this way, getting the wire network all in place while the

machines themselves are still in production, saves weeks of time in making this Bell telephone central office ready for its work of switching phone calls around town or around the country when people twirl the dials.

An efficient way to do things? Yes. And this is one more example of how Western Electric, as the manufacturing and supply unit of the Bell System, strives always to find the best way, the most efficient way, to help your Bell telephone company bring you good, dependable, low-in-cost telephone service.

Western Electric



MANUFACTURING AND SUPPLY

UNIT OF THE BELL SYSTEM



ENGINEERS:

What's up? Read this!

It takes all kinds of Western Electric engineers to plan, make and install Bell telephone central office switching equipment. There are more than 10,000 of these offices in the country today . . . and constant expansion and modification is required as America's telephone needs grow, as new improvements are introduced.

For telephony is a dynamic field and there's a place in it for you. Here at Western Electric—where transistors were first developed for production, where repeaters for the new transatlantic telephone cable were tailor-made—there's a constant need for new products and new processes. Two-thirds of the equipment we make today for the Bell telephone companies is of types developed since 1945.

This adds up to an unprecedented need here for engineers . . . and plenty of opportunity for all who join us. So—whether you'd prefer to help with the manufacture, distribution or installation of Bell telephone equipment, or work on a defense project such as the Nike guided missile system, the DEW Line of radar stations—with Western Electric expect to grow.

OPPORTUNITIES FOR YOUNG ENGINEERS

Manufacturing Engineering—Develop new and improved manufacturing concepts, methods and processes, including design of machines, tools and test sets. Provide manufacturing facilities, plan operations, solve technical manufacturing problems, establish quality control and wage payment practices and incentives.

Field Engineering—Advisory engineering services to Armed Forces at home and abroad in connection with installation, operation and maintenance of electronic and communications equipment.

Equipment Engineering—Plan equipment for telephone central offices and prepare specifications for its assembly and installation and render advisory service on manufacturing and installation problems.

Installation—Engineer the installation of switching equipment in telephone exchanges. Develop new tools and equipment for installing and testing telephone exchange equipment.

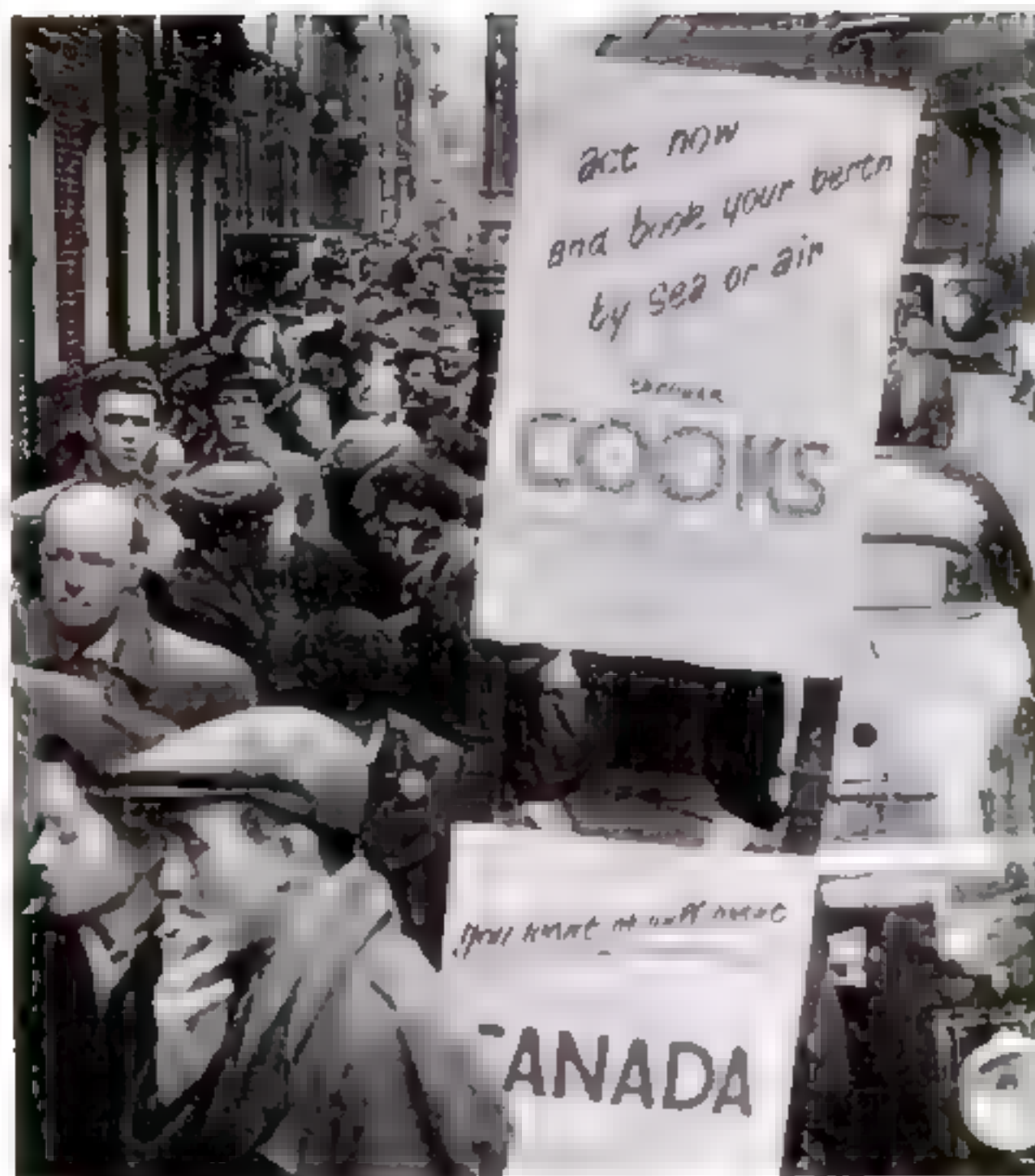
Distribution—Develop standardized methods, tools and equipment for reconditioning telephone apparatus and equipment. Plan layouts for warehouses and material-handling equipment.

FOR MORE INFORMATION

Send for your copy of "Your Opportunity at Western Electric." Write: Engineering Personnel, Room 1037, Western Electric Company, 195 Broadway, N. Y. 7, N. Y.



Major manufacturing plants located at Chicago, Ill., Kearny, N. J., Baltimore, Md., Indianapolis, Ind., Allentown, Pa., Winston-Salem, N. C., Buffalo, N. Y., North Andover, Mass., Omaha, Neb. Also Teletype Corporation, Chicago 14, Illinois.



OUTBOUND BRITONS swamp Canadian Immigration Office in London. An estimated 200,000 Britons will migrate this year, most of them to Canada.

MACMILLAN'S BRITAIN CONTINUED

necessary to the country's future. However, it must be remembered that the people of Great Britain have been an emigrant race for centuries. Over 90% of the potential emigrants think of settling some place in the Commonwealth, with New Zealand, Canada and Australia particularly favored. An emigrant is apt to believe that by "going out" he will add his particle to the Commonwealth's loyalty toward the mother country, and thus contribute to the general welfare. Thus, when circumstances at home are difficult, the idea of trying a new life elsewhere comes easily to mind.

Nevertheless, emigration is running now at about four times the normal rate. Queues form almost every day at the Canadian, New Zealand and Australian immigration offices. Boat and airplane space is booked for many months in advance. Estimates as to the number of emigrants are wildly various, but nobody guesses fewer than 200,000 this year.

Why do they go? A few say outspokenly, "Britain's had it." or some variation of "There's no future for this country." Most of them talk about "better opportunities" abroad and, if they have children, particularly about better opportunities for them. But if the conversation goes on a bit longer, one comes upon layer on layer of accumulated reasons—a slow, deadly accretion of small exasperations built up through the years.

As representative an emigrant couple as any are Fred and Dorothy Hand. Fred, who is 41, is a time-study engineer at William E. Cary Ltd., manufacturers of road springs and other automobile parts; except for a while during the war, he has worked there for 20 years. He makes £15 (\$42) a week, a solid, middle-class income in Britain, and his future with the company was secure. He and Dorothy have three boys, ranging from 15 to 10, and a girl of 5. They live in a suburb of Manchester, in a three-bedroom garden apartment, rather cramped but nicely designed and well built, one of hundreds of thousands of such units put up by the national and local governments since the war. Gradually the Hands had been able to furnish it to their taste and needs, and even to get an electric refrigerator and a TV set. In their own eyes and those of their friends and neighbors, their lives were successful and serene.

Last December they decided to leave. It happened almost by accident. It was during the holidays, and they were visiting with Dorothy's sister and her husband, who were emigrating to Canada. The sister said lightly, "Why don't you come too?"—and Fred was surprised to hear himself exclaim, "Let's do it!" After an incredulous moment, Dorothy ran across the room and kissed him.

"Please understand," Fred says, "we don't feel we're leaving a 'sinking ship' or anything of that sort. Even if it is a second-rate

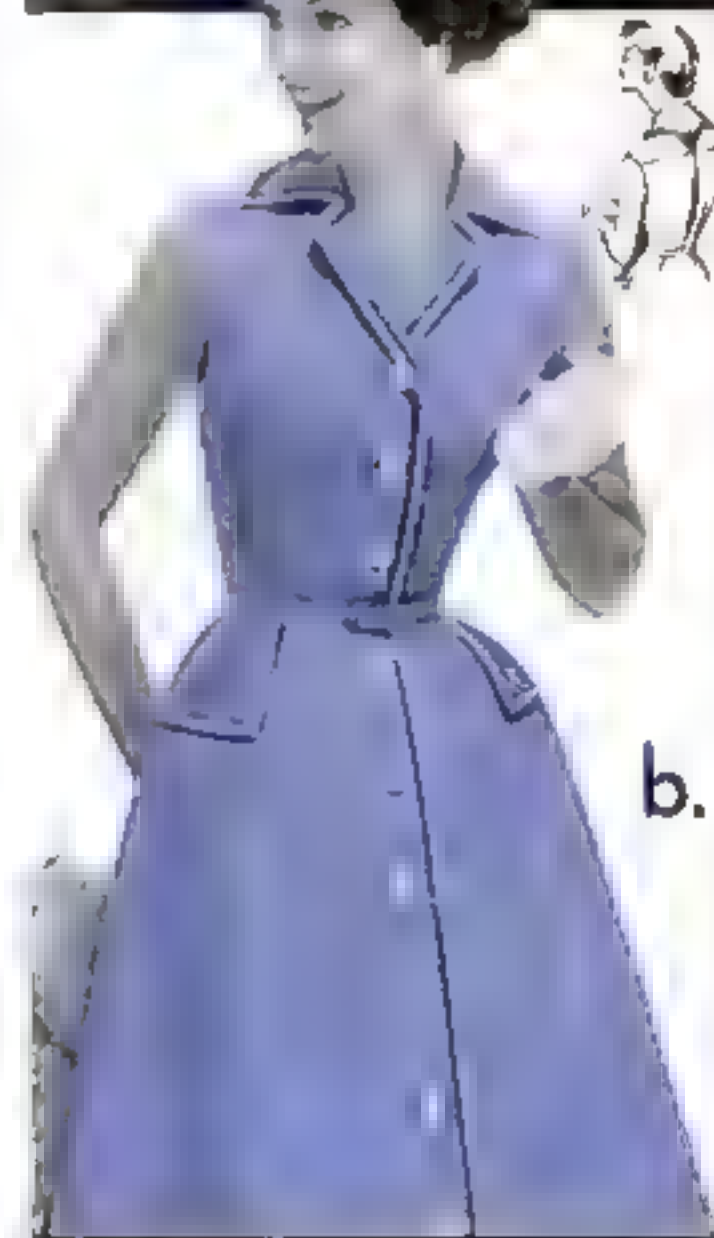
Sail through Summer
in your carefree . . .



\$5.98 each



a.



b.

Nautical but Nicely Fashioned in Popperell Antone Chambray Denim. It's Sanitized!

Busy-wardrobers that need little care!

a. Highlighted by a saucy sailor collar "admiral" striped in red and white braid.

b. The navy sports an Ivy League touch aft with this buttoned down collar and inverted pleated blouse

Both styles in Blue, Grey, or Khaki. Sizes 10 to 20, 14½ to 24½. . . . **\$5.98 each**

Call Western Union Operator 25 for name of store nearest you, where you can buy your Reloms Pirate.

Necessity of Life Fashions by **SMOLER BROS., Inc.** Chicago, New York, Los Angeles, and Dallas

the friendly "Pepper-Upper"



America's distinctive soft drink

You'll find a barrel of fun in a bottle of sparkling Dr Pepper! No other soft drink picks up thirsty people like the one and only Dr Pepper. Especially good when frosty-cold...quick to lend a friendly lift. It is indeed the friendly "Pepper-Upper" that never lets you down. For more fun, pick a pack of Dr Pepper!

Dr Pepper

.....frosty, man -frosty!



READY TO LEAVE, family of Engineer Fred and Dorothy Hand wait in bare Manchester home. Furnishings were sold for passage to new life in Canada.

MACMILLAN'S BRITAIN CONTINUED

power, this country will get by. We've been happy here—it will be hard for us to leave. But now that we're going, we feel a wonderful sense of relief. Almost everyone has said, 'Oh, how I wish I could go too!'"

Behind the decision were long past years of quiet frustration. They had pinched the pennies, and still the time had come when Dorothy had to go out to work four nights a week in a biscuit factory to bring in an extra £4 (\$11) a week. It was very hard to save anything. Until recently they had felt that they were getting someplace, but the rent had kept creeping up, everything seemed to get more expensive all the time. Then, with Suez, prices of many household staples really started to climb. So they were selling everything and living on rations to get the passage money to go.

Regarding Canada, Fred has "no illusions about the streets being paved with gold," but he has heard that an ordinary man like himself can own a car, and someday own a house, and still have some money to enjoy his leisure hours.

There is no panic, no anger in the motives of the Hands and their hundreds of thousands of counterparts. A word for them—a word that might sum up Britain in 1957—is "tired." They are tired of scrimping, of rationing, of regulations, of high taxes, of crises, of running hard merely to exist. Not long ago they had hope. There was prosperity—at least everyone had a job—the Laborites had supplied cradle-to-grave security and the Conservatives were trying to superimpose an "opportunity state" on the "welfare state." Then out of the blue came Suez: somehow it was the final straw.

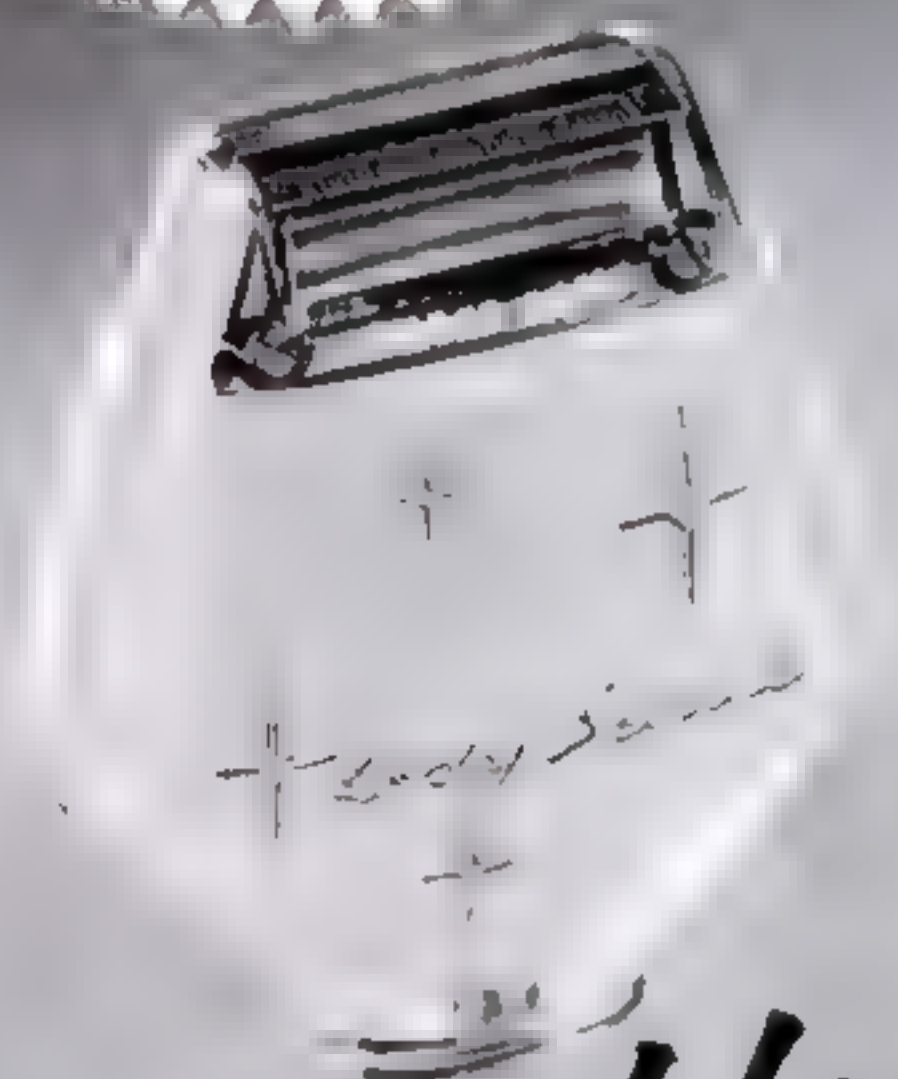
As Prime Minister Macmillan comes to Bermuda, he represents probably a political minority. According to all recent signs, the Conservatives would lose a national election if it were held now. The polls give Labor a good margin; Labor strength, as shown in the by-elections, has increased. The trend is clearly antigovernment. Yet it is more than possible that by 1960, when the next election normally would be held, Macmillan can have converted this into a majority.

The Suez adventure was like a cathartic for a great many of the British people. It was an anachronism, as dated as the Albert Monument; it was a last and perhaps inevitable spasm of the spirit of empire. And out of the resulting debris, it may be that a new shape is gathering. In many different words and ways, one hears this belief of a young Conservative M.P.: "I feel that as a nation we came to the end of something, there at Suez. We ended an epoch of our history. We feel that we are at the beginning of something. I don't know what it will be. But I have the sense that somehow, now, we are starting with a clean slate. That the past is really dead and we have the opportunity to make something new."

Macmillan's policies and methods have been well measured to this state of mind. His manner has been graceful, unruffled, even a bit offhand—a nicely calculated performance which has had its effect in calming the country's nerves. "Come, come," he implies, as he rises in Commons to dispose of a question from the opposition with a languid and tolerant air. "There's no need for such excitement, you know." But simultaneously he has been firm, even bold, in his program for the country. The "Rents Bill" is widely unpopular, and the decision to make parents pay a bigger share toward the cost of school lunches brought wild cries of "You're starving the babies!" from the Labor benches. But whether

CONTINUED

**ACT NOW
WHILE THERE'S
STILL TIME**



Buy His...

*get Hers **FREE!***

• NEW SCHICK 25 for the world's closest, fastest, most comfortable shaves.

• NEW LADY SCHICK removes every trace of hair—quick, easy, with no irritation.

**New Lady Schick electric shaver FREE
when you buy the famous Schick "25"!**

Most dealers still have "Lucky Lady" Schick "25's" available. Before it's too late, check your Schick dealer. When you buy the new Schick "25" make sure there's a "Lucky Lady" Free Certificate in the box. Just mail this certificate to Schick and you'll get America's most wanted feminine shaver, the new, \$11.95 Lady Schick—in a choice of four

colors personalized with her initials—absolutely free! Offer is made for a limited time only.

Time is running out! Go to your dealer today. Ask for details of the 14-day home trial on the Schick "25" during the "Lucky Lady" special offer. While there's still time. *Buy His... Get Hers FREE!* Schick Incorporated, Lancaster, Pa.

SCHICK

FIRST IN ELECTRIC SHAVING

Don't miss "DRAGNET" NBC-TV Thursday nights

Copy 1957 Schick Incorporated

Gas, heartburn, stomach sourness—all symptoms of acid indigestion are eased away—quickly! Phillips' Milk of Magnesia—one of world's fastest antacids—actually settles your stomach in seconds! So when too much food, drink, tobacco upsets you, take Phillips' Milk of Magnesia and feel fine again—fast!



PHILLIPS'

MILK OF MAGNESIA



MACMILLAN'S BRITAIN CONTINUED

Along with this have come signs of an imaginative approach toward solving the country's most fundamental long-term economic problems: its deficits of both commercial and human energy. As an industrial nation, Britain has been entirely at the mercy of its fuel resources. Although coal production has for a long time lagged behind needs, it is beginning to rise. A massive development program now being worked out contains the promise, or at least the possibility, of producing plentiful supplies of coal at reasonable prices. But oil is quite another matter: nothing that anyone could do would remedy nature's failure to put oil deposits under the ground. Suez in a very real sense has been the country's jugular vein, and as long as this is true the British people will have that smothered feeling at the thought of another nation's thumb poised over it. There is a way, however, to ameliorate this danger, and it lies in atomic power.

Two years ago the Eden government laid out an atomic energy program that was far in advance of the U.S.'s or, as far as anyone knows, of Russia's. A few weeks ago Macmillan's government announced that this big program would be tripled, with the result that by 1965 nuclear power will be producing 25% of the nation's electricity. The British people are closely, grimly interested in all this. One hears from a London cab driver, "Give us this 'ere atomic power and those new supertankers that'll go around the Cape, and Nasser can bloody well have his bloody damn canal."

As for the mental energy, Macmillan believes that among most people the currents of imagination and ambition flow in proportion to financial incentive. Inflation and high taxes have made it seem hardly worth while for a great many of the British people to try to think harder or work better—for the greatest reward for effort could be only a small increase in the individual's standard of living. Remedying this, Macmillan knows, will be an intensely complicated and no doubt long-drawn-out job. In spite of the "credit squeeze" which he put on while chancellor of the exchequer last year, inflation has crept along. And there is no present prospect of a tax cut, although there could be some rearrangement of tax rates to give more incentive to the middle classes and industrial management. Meanwhile he clearly intends to do what he can to make the "opportunity state" real: he has a goal and a program, and it gives the workingman and the businessman alike a sense that something new is in the wind.

At the same time something new is being attempted in the relationship of Britain to the rest of the world. Under Minister of Defense Duncan Sandys the entire defense apparatus is being examined with a resolution to cut costs, and to do so if necessary even at the risk of reducing Britain's relative power and prestige. From the point of view of America and the other NATO countries, this is a mistaken and dangerous course, but there is no doubt that it is popular in Britain. Among intellectuals there is a disposition

CONTINUED



■ Recent clinical tests by prominent New York doctors prove that for most people NoDoz increases mental efficiency and alertness within 15 minutes. Caffeine is the only active ingredient in NoDoz. Safe as coffee and much more convenient.

Figure 1. The effect of the concentration of the initiator on the polymerization of α -methylstyrene in the presence of SnCl_4 at 100°C.

Nōpōz



Malco

**EXTRUDED ALUMINUM
COMBINATION
DOORS AND WINDOWS
WEATHER-CONDITION
YOUR HOME**

W. H. Males Inc.
ROCK ISLAND, ILLINOIS

INSTANT
Coffee Maker
& Server
Serves 8 Cops



made with
PYREX GLASS
Also Available
**DELUXE ELECTRIC
INSTANT
COFFEE MAKER**

CITRUS MFG CO. INC. BROOKLYN N. Y.

be
sure
to
choose **BEMCO**
the mattress of tomorrow—today
EXECUTIVE OFFICES: Finance Bldg., Ph. 4 2, Pa

72 COLOR AND DESIGN COMBINATIONS
Fabulous New PLASTIC
Decorating Material

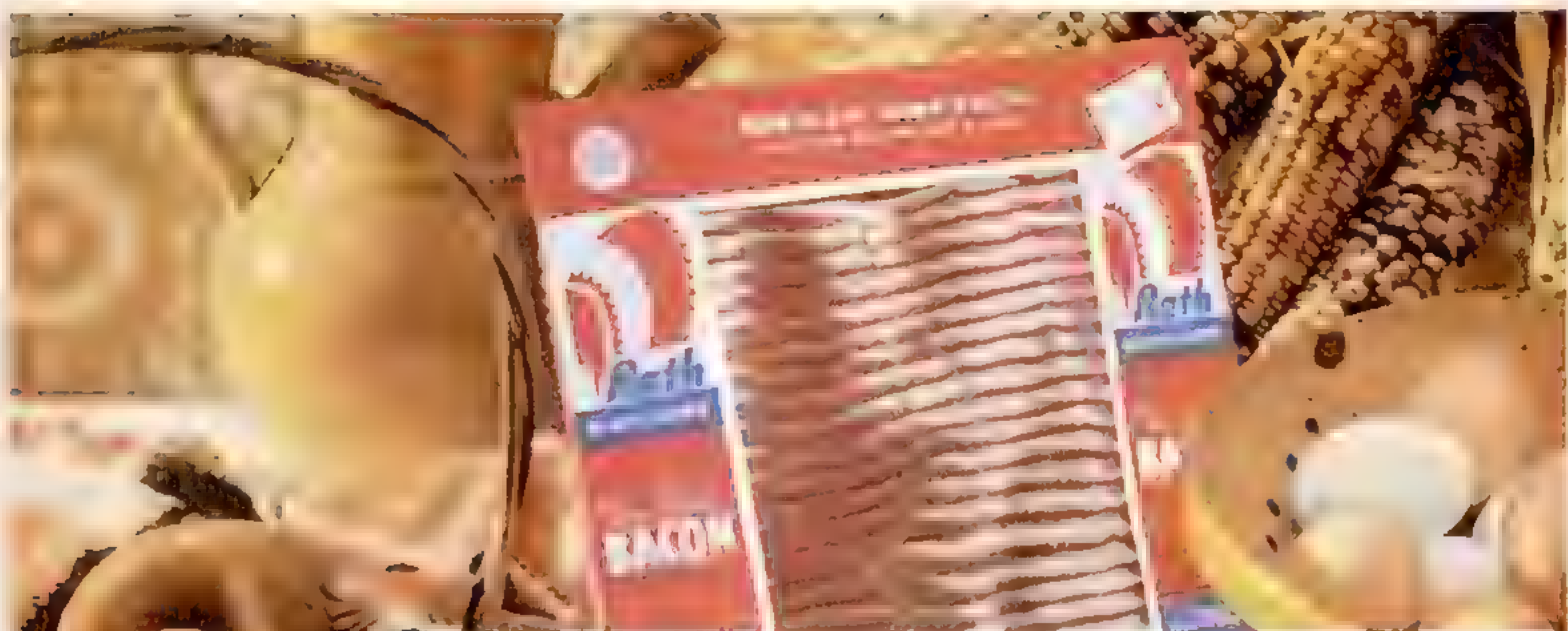
**A THOUSAND DECORATING USES
IN EVERY ROOM—IN EVERY HOME**

SELF ADHESIVE
STIX

MADE AT
Fresno
Velton

NO PASTE, NO WATER, NO MESS
Just pull off backing and apply - it's
easy it's fun! 49¢ per ya
in stores everywhere

STOK PRODUCTS INC. N.Y.



The sun shines bright at breakfast....



That's Rath Black Hawk Bacon on the table. The real corn-fed bacon. Bring it in crisp and hot from the skillet...fragrant with hickory...every slice generously laced with meaty lean. (Sometime try the hearty thick-sliced kind too) The family will be in their places with bright, sunny faces—we promise!

Rath BLACK HAWK MEATS

FINER FLAVOR FROM THE LAND O' CORN

THE RATH PACKING COMPANY WATERLOO, IOWA



Rath makes over 1000 products →but when you try any one it's one in a million. Have you tried a Rath Canned Ham lately? Delicious!

Where there's Life...there's Bud!

ALMOST TALKS!
Cool refreshing
Budweiser tells
a lot about
your hospitality.
Serving the best
always does!

Budweiser.

If You Want To STOP SMOKING

Airline Pilot Tells How!



Roger Don Rae is a senior pilot for TWA. He says: "Bantron allowed me to stop smoking without noticing it. Today I am free of the habit. I tell all my friends who want to stop smoking—try Bantron!"

Here at last is a safe, new product, developed at a great American University, that has helped thousands stop smoking. In a series of clinical tests, published in a leading Medical Journal*, scientists reported that 4 out of 5 men and women who wanted to quit smoking stopped within 5 days when they took Bantron.

And the Bantron way is so easy and pleasant! Just take 8 Bantron tablets a day, after meals, for four days. Then only 2 a day until all desire to smoke leaves you. 80% are "Free" in 5 to 10 days.

Taken as directed Bantron is perfectly safe. It acts as a substitute for the nicotine in your system which gives you a craving for tobacco. Now at drug stores without prescription. Price \$1.00.

*Copies available to doctors on request.

Bantron
BRAND

Smoking Deterrent Tablets
A Compo Product

IF YOU PRIZE IT... KRYLON-IZE IT!



Why buy costly slippers every time you wear a new gown? Just spray your old slippers with a beautiful Krylon color!

Perfect painting the
"PUSH BUTTON" way

Beautifully in minutes with

KRYLON
SPRAY



Covers almost any surface — wood, metal, paper, etc. Quick and easy. No brush, no muss, no fuss. Dries in minutes. Long lasting, professional finish. At paint, hardware, automotive, art supply, radio-TV stores.

16 DECORATOR COLORS
Glossy White Glossy Black
Flat White Flat Black
Baby Blue Brown Green
Royal Blue Cherry Red
Chrome Yellow B.D. White
Light Gray Bright Silver
Dark Gray Bright Copper
Machine Gray Bright Gold
Baby Pink Gold Crystal Clear

IF YOU PRIZE IT... KRYLON-IZE IT!

MACMILLAN'S BRITAIN CONTINUED

to strip away all sentiment and to believe that Britain may be better fitted for the role of a "third-rate power." They have produced the concept of a future "little England," a small but happy and prosperous country rather on the order of Sweden or Switzerland. Almost needless to say, this is decidedly a minority idea. But there is a vast majority desirous of examining the country's real resources and adjusting its international position to conform with the facts.

A corollary is the wide approval of the government's decision to take Britain into some form of close trading relationship with the new European common market. It is true that this is a nervous approval. No one quite knows yet what it will mean in practical terms. The government itself has no very detailed notions of who will benefit and who will suffer how much when the tariff walls on manufactured goods begin to melt away. Labor, which had favored the free trade idea in principle well before the present common market scheme came along, is palpitantly uneasy as to what the effects will be in the present tense. As for businessmen, in the words of John Anderson, assistant editor of the *Manchester Guardian*, "everyone approves of it—and half-way hopes that it won't really happen." For who can be sure that his own product will not be made better and cheaper by some firm in Belgium, the Netherlands, Luxembourg, Italy, France or Germany?

Yet the general approval exists, and it represents a reversal of traditional British mental habits. There is the feeling that here, in unity with a dynamic idea, is a door to the future, a way to make Britain—great if possible, not so great if need be—make sense in relation to the rest of the world.

And in spite of what America and much of the world cannot help regarding as a moral lapse, a temporary blackout of conscience, the essential moral character of Britain remains. The nation that gave so many other countries the concept of government by law, the parliamentary idea; whose colonialism, whatever its motive of self-interest, was at least often carried on as if it had a Christian missionary purpose; the country that, from St. Augustine to Bertrand Russell, has contributed so many introspections into the moral nature of man—this country is not really changed. What Mr. Macmillan represents just now, as he comes to Bermuda, may be a nation characterized by confusion, recriminations and regrets, but it is also a nation characterized by basic stamina and fiber, a basic sense of right and wrong, and, what is usually as important, a strong appreciation of the arts of the possible.

Macmillan, with his mind on Britain's future, has a deep sense of Britain's past. And he believes that what made Britain great was not so much its military and economic power—for its rivals and adversaries often were more powerful—but its sense of mission and its political skill. With some conceit, but also with much truth, it confidently represented the moral and intellectual ideas of Western civilization. And Macmillan believes, despite the temporary loss of British moral prestige over Suez, that this is also Britain's future—a future which she cannot, in the elementary nature of things, ever expect to dominate by force, but which she can influence decisively by the weight of ideas.



BEFORE MEETING EISENHOWER in Bermuda, Prime Minister Macmillan and Foreign Secretary Lloyd (left) went to Paris to align views with French.

CHANEL

N°5
CHANEL

THE MOST
TREASURED NAME
IN PERFUME

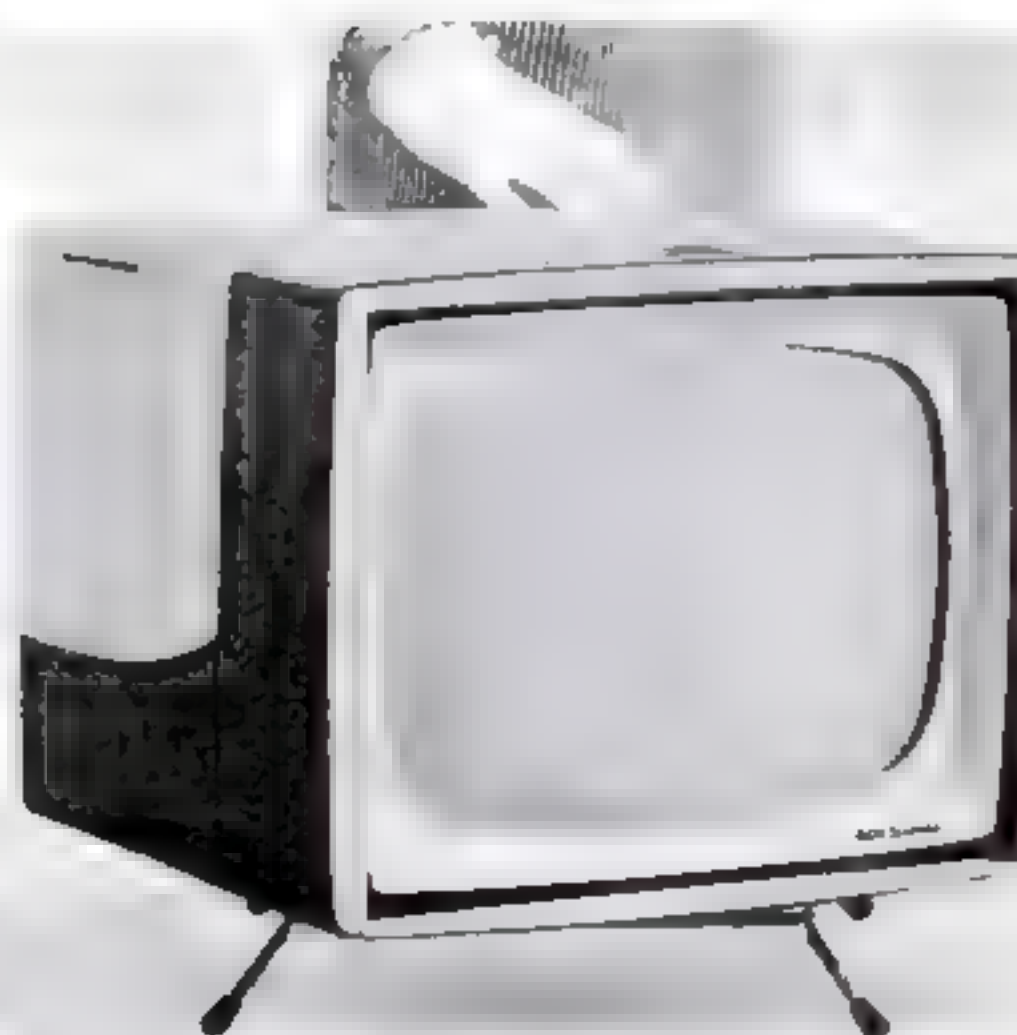
CHANEL

Newest Ideas in "Convenience TV" by RCA Victor

Table TV that swivels for easy viewing

A new kind of table TV—it turns to face you wherever you sit! 140 sq. in.* *Bellamy* features sharp "Living Image" picture, rich Balanced Fidelity Sound, built-in antenna, convenient yet concealed "Hidden Panel" tuning. Smart new two-tone styling in ebony-and-gold, silver-and-gold. (17S604) \$169.95.

The RCA Victor BELLAMY ►



Big-screen portable TV that's easy to carry

It's the perfect second set! New *Ensign* features V-type antenna and new RCA 110-degree "Silverama" aluminized picture tube. You get a larger picture (150 sq. in.*) in a smaller cabinet! New lightweight portable comes in garnet-and-gray, blue-and-gold, ebony-and-gold, garnet-and-gold. (17S709) \$169.95.

◄ The RCA Victor ENSIGN



Compact new table TV that fits anywhere

Handsome, compact table model! "All-picture" styling with cabinet elevated on legs goes well with any room décor. 140 sq. in.* *Tilden* features dependable performance to match its styling: "High-Sharp-and-Easy" tuning, "Living Image" picture, Balanced Fidelity Sound. In ebony. (17S603) \$159.95.

The RCA Victor TILDEN ►



RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



See other models from \$99.95— and Big Color TV—at your RCA Victor dealer's • Every year more people buy RCA Victor than any other TV.

Manufacturer's nationally advertised VME list prices shown. UHF optional, extra. Some models slightly higher for West, South, Canada. Prices, specifications subject to change. RCA Victor Factory Service available in most areas, but only to RCA Victor TV owners. New! Low-cost service contract for portable TV, only \$14.95.

*Square inches of viewable picture area	140	150
Picture tube, overall diagonal (inches)	17	17



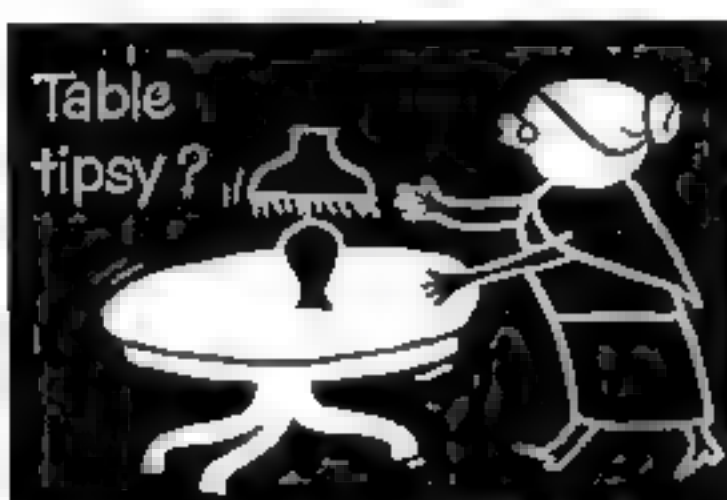
MODERN
LIVING

Handy Chairs

DANE DESIGNS A DEMOUNTABLE SEAT

An adaptable chair that can be used indoors or out, stacked up 20 deep, or taken completely apart to carry in the trunk of a car has just been imported from Denmark. It has a frame of steel rods that fit together so that the works may be demounted and reassembled without screws or tools (*following page*). Two or more chairs can be hooked together side by side to make a sofa of any desired length. The matching ottoman can be attached to the chair to make a chaise longue or used as a separate seat. The steel is finished in either rustproof nickel or copper, and the chair covers of weatherproof, shrinkproof ramiebat poplin are reversible, with one color on one side and a different one on the other. These snug covers can fortably conform to the sitter. Imported by George Tanier Inc., the chair costs \$30, the ottoman \$20.

FIX-IT TIPS with "Plastic Wood"



Build up the short leg with a daub of Plastic Wood. Dries quickly. Repair looks like wood itself.



Building a book shelf? Putting in paneling? Making a cabinet? Use Plastic Wood for filling in holes, making joints smooth.



Loose handles on screwdrivers, chisels, hammers hold tight as new if reset in Plastic Wood. Holds permanently.

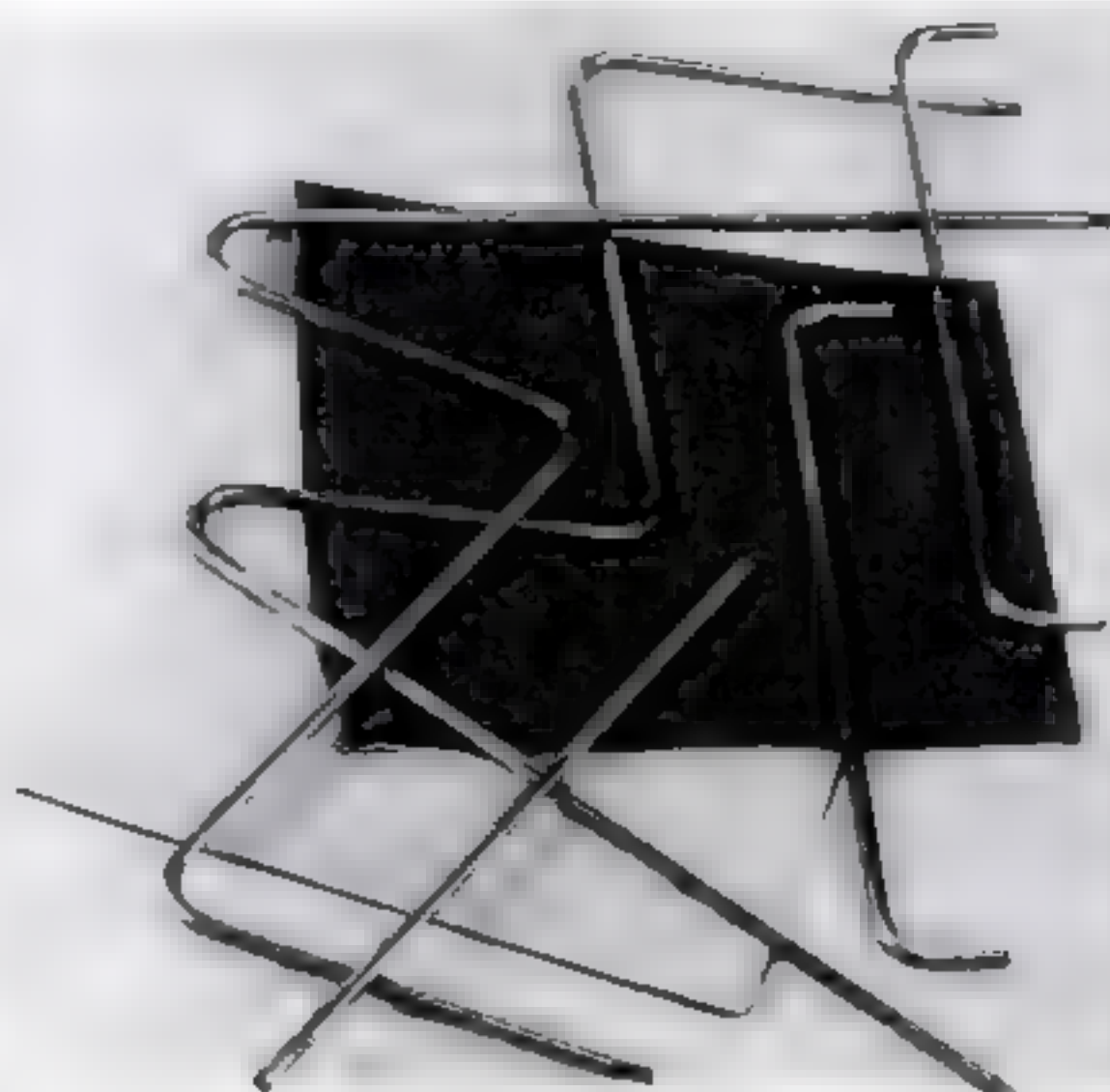


Patch it with Plastic Wood. Water resistant, weather resistant. Can be sanded, and painted to match surrounding surface.



Set things right with **NEW "PLASTIC WOOD"**

HANDY CHAIRS CONTINUED



TAKEN APART for storage the chair shows its five metal rods and a poplin sling. The sling is also available in soft calfskin leather in black and natural.



STACKED UP, 20 of the chairs require little more room than one chair, since the frames fit so neatly together. A companion chair comes with metal arms.



OTHER CHAIRS designed by Architect Vernon Panton are the wicker desk chair with chrome legs (left, \$15) and a black plastic string chair (right, \$12).

made to fit
your person and
your purse!

Countess PANTY

- NON-RUN warp-knit Acetate Tricot, Durable Rayon Elastic Waistline, Reinforced Seams.
- FULLY CUT for non-binding comfort.
- Easy to Wash—Boiled to Dry.
- Hollywood Elastic Leg or Self-Band. Pink, White, Blue, Mauve, Black.

Steen 5, 6, 7: about 59¢
Sleeve sizes slightly higher.

At Chain and Department Stores
MONTEREY UNDERGARMENT CO., INC.
148 Madison Avenue • New York 16, N. Y.

Don't let your sleep be spoiled by
Acid Indigestion
Heartburn!



Get TUMS Ideal Relief...
"People-Tested" by
Satisfied Millions!

• TUMS work faster, safer, surer than soda or alkalis... which may upset digestion, prolong discomfort.

• TUMS are ideal because they neutralize only the excess stomach acid... safely, instantly. And TUMS relief really lasts—lets you sleep like a baby!



FOR THE TUMMY
STILL ONLY 10¢ A ROLL, 3-ROLL PACK 24¢



**PORTRAITS
IN LEATHER
by Jarman**



Jarman stylists have now combined fine leather with colorful silk shantung inspired by the rich silks of ancient India. You see the handsome result in these new Jarman's—light, flexible and extremely comfortable, ideal for wear from now through summer. (Each of these styles also available in other colors)

Left: The 'Casalina' (No. J-4666) (Center: The 'Loop' (No. J-4747), Right: The 'Fairfax' (No. J-4611). Available at Jarman dealers and stores, \$9.95 to \$18.95 (most styles). JARMAN SHOE COMPANY, Nashville, Tennessee, Division of General Shoe Corporation



2 easy and luscious Tuna "Short Pie" dishes with Bisquick and Tuna

...Betty Crocker
of General Mills



You're always doing new things, with Bisquick to help. There's time to make delightful surprises like these, because you start so far ahead. And you finish with a flair, because what you've done is good.

Try Tuna "Short Pie" Casserole. An inspired tuna combination baked under "Short Pie," the new richer-than-rich pastry made with butter and Bisquick. No rolling; just pat it

out. No comparison to just pie crust; actually it tastes better.

TUNA "SHORT PIE" CASSEROLE

Make Short Pie dough according to directions on Bisquick package. Divide it into 6 parts. With palm of hand flatten each part into 3" rounds on baking sheet. Sprinkle with paprika. Bake 8 minutes.

1 pkg. frozen vegetable (peas, lima beans, broccoli, corn, your choice)
7-oz. can Star-Kist Tuna, drained and broken
1 can cream of mushroom soup
1/4 cup milk
salt to taste

Heat oven to 450° (hot). Cook vegetable until tender. (Cut broccoli into bite-size pieces.) Place in 11 x 7" baking dish. Cover with tuna. Mix milk and soup and pour over all. Season. Arrange baked Short Pie rounds on top. Bake 8 to 10 minutes until heated through.

TUNA SALAD "SHORT PIE"

Wonderful luncheon surprise! Cool and refreshing tuna salad in a crisp buttery crust. Make Short Pie shell according to directions on your Bisquick box. Cool. Fill with your own favorite tuna salad, top with sliced tomatoes, and serve in hearty wedges. Superb!

New with Star-Kist



Tuna and Bisquick

Save 10¢—on Star-Kist Tuna with coupons in special Bisquick boxes.

Use this coupon to get 10¢ off Star-Kist Tuna.



General
Mills

BISQUICK NOW IN CANADA, TOO!





Chicken Chef

1 can (15½ ounces) Chef Boy-Ar-Dee Spaghetti Sauce with Mushrooms
½ cup water

½ pound spaghetti, cooked (about 4 cups)
2½ cups cooked chicken, cut in chunks
6 tablespoons grated Parmesan cheese

Combine sauce and water. Place half of spaghetti in 2 quart casserole. Cover with half of chicken, cheese and sauce. Repeat layers, having top layer sauce. Bake in hot oven (375° F.) for 25 to 30 minutes, or until sauce is bubbling. Makes 4 to 6 servings.

“Secret of magical meals...real Italian-style sauces!”



Rapturous Ravello where the tradition of fine dining is as famous as the view. For that same Italian flavor at home, use Chef Boy-Ar-Dee “pour-on” Sauces!



Only Chef Boy-Ar-Dee real Italian-style Spaghetti Sauces do so much for you—so fast! For these savory, perfectly seasoned “pour-on” sauces—meat or mushroom—add tantalizing variety and tempting Mediterranean flavor to more dishes than you ever dreamed of!

Of course, there's no spaghetti like spaghetti with Chef Boy-Ar-Dee Sauce. But Chef Boy-Ar-Dee Sauces make marvelous casseroles—like Chicken Chef shown above—and they do wonders for all meats and fish, eggs and rice, too.

Plump tomatoes, slowly ripened in the sun, are simmered for hours with juicy beef or tender mushrooms and real Italian spices.

Make sure Chef Boy-Ar-Dee Spaghetti Sauces are always on your shelf—and often on your table. They're so easy.



real Italian-style
CHEF BOY-AR-DEE®
Sauces



DR. THOMAS ENJOYS FAMILY OUTING AT BERMUDA BEACH. CENTER, HOISTING HER SKIRT, LOUISE WADES, WAS JOINED BY DANNY (LEFT), ALBERTA (RIGHT)

24 THOMASES ON A FAMILY JUNKET

Dr. Roy Zachariah Thomas, 77, of Rock Hill, S.C. believes in spending his money on his large family now rather than leaving it in a will "for them to fight over." Though his means are moderate, Dr. Thomas—he is not a physician but a Ph.D. and former college teacher—plans surprises for his large clan every year. This year for his six children, aged 34 to 52, their wives and husbands, and 12 of his grandchildren, aged 6 to 20, he organized, financed and personally conducted a trip to Bermuda.

When Dr. Thomas announced the trip, "the

family was so excited," he says. "I had a hard time explaining the details." These proved to be elaborate. The Thomases boarded a special Pullman to New York, stayed at the Waldorf-Astoria overnight, took the *Ocean Monarch* to Bermuda on a Saturday, returned the next Friday. Though there are three Nancys and three Goodwins, two Zachariahs and two Mebanes in the clan, there was little confusion on the trip and a lot of family fun. "When Daddy dies," says daughter Helen, "he'll leave plenty of memories and nobody can take those from us."

FAMILY SAFARI consisted of 12 adults, 12 children. On *Ocean Monarch* stairway are: front row, from left, Carol Turner, 16; Craig Thomas, 7; Warren Via, 6; Nancy Thomas, 11; David Thomas, 6; Zachariah Thomas, 16; Goodwin Thomas, 15. Second row, Roddey Miller, 20; Thomas Turner, 17;

Dr. Thomas, 77; Daniel Thomas, 8; Goodwin Thomas, 8; Mebane Turner, 19. Third row, Betty and Robert Thomas; fourth row, Goodwin and Nancy Thomas; fifth row, Nancy and Zachariah Thomas; sixth row, Warren Via; seventh row, Alberta Via and Louise Miller; eighth row, Mebane and Helen Turner.



CONTINUED



← **SURPRISE PRESENT** was distributed by Dr. Thomas to the family by train to New York. Each envelope contained five \$5 bills as spending money.

TOUR OF NEW YORK was made in Sept. 14, 1934. The white motor car, which was used for the tour, was a gift from Mr. Thomas to the family.



SHAKING A LEG. DR. THOMAS JOINS GOSPEL DANCERS IN THE OPEN COURTYARD OF BERTRAND'S PRINCESS HOTEL. "WHAT FOLKS WE MEET HERE!" HE SAID.



SIGNALING CLAY beat a metal basket at Heron or Bay D. Thomas in his time to leave the beach and see other. He told the boys to get a group around Bermuda, managed to show them the best of the island.

← **FLANKED BY DAUGHTERS,** DR. THOMAS ENJOYS SUNNY DAY ON DECK.



PILLORIED by the children, Dr. Thomas and daughter Louise sample old-time justice in St. George, Bermuda. Behind Louise is her son Sandy, wearing Dr. Thomas' hat. On platform are David and Goody. In foreground Skipper greets

dog. Aunt Louise, oldest of Dr. Thomas' children, enjoys enormous family respect, which was summed up by Skipper when he once asked what makes leaves fall off a tree. Told that God did, he asked, "Is that all right with Aunt Louise?"



SINKING IN A SEA OF SHAVINGS

Throwing his arm up as if calling for help, the Reverend Bob Richards, Olympic pole vault champion, seemed to be going down in a sea of sawdust. At the Milwaukee *Journal's* annual track games Richards had set a record for the meet, wanted to break the world record of 15 ft. 8½ in. The bar was set at

15'9" and, in the pit, a 4½-foot pile of wood shavings was fluffed up to break his fall. Richards soared into the air and knocked the bar off. He landed with such force that a spectator who had been watching him vault for five years remarked, "I've never seen the Reverend come down so hard."



...it's always
a pleasure



GENUINE ORIGINAL I. W. HARPER
IS AVAILABLE AT
100 PROOF • BOTTLED IN BOND
and
MILDER 86 PROOF
DISTILLERY BOTTLED

L.W. HARPER

since 1872

The Gold Medal Whiskey

KENTUCKY STRAIGHT BOURBON



I. W. HARPER DISTILLING COMPANY, COVINGTON, KENTUCKY

*The talent of Jack Potter's brush visits a pleasant home
overlooking famous Diamond Head.*



"COKE" IS A REGISTERED TRADE-MARK. COPYRIGHT 1953 THE COCA-COLA COMPANY

**When you
come to Hawaii . . .** *here, too, you'll find the enjoyment of Coca-Cola is a welcomed
social custom . . . just as it is in over 100 different countries. Wherever you are, have a Coke . . . enjoy the
distinctive good taste that has made Coca-Cola the best-loved
sparkling drink in all the world.*



SIGN OF GOOD TASTE